



*Driving forward*



**About us**

**Spirit Fleet Solutions** is a business that delivers solutions to Vehicle Fleet holders and Vehicle Manufacturers.

We specialise in adapting main stream services to the bespoke requirement of our customers. We pride ourselves on delivering these services efficiently and effectively, striving at all times to exceed expectations. We work with our customers to constantly improve what we do to gain efficiency and cost savings.

We are always prepared to go the extra mile.

**Spirit Fleet Solutions** is a privately owned business which shares common ownership with the following companies.



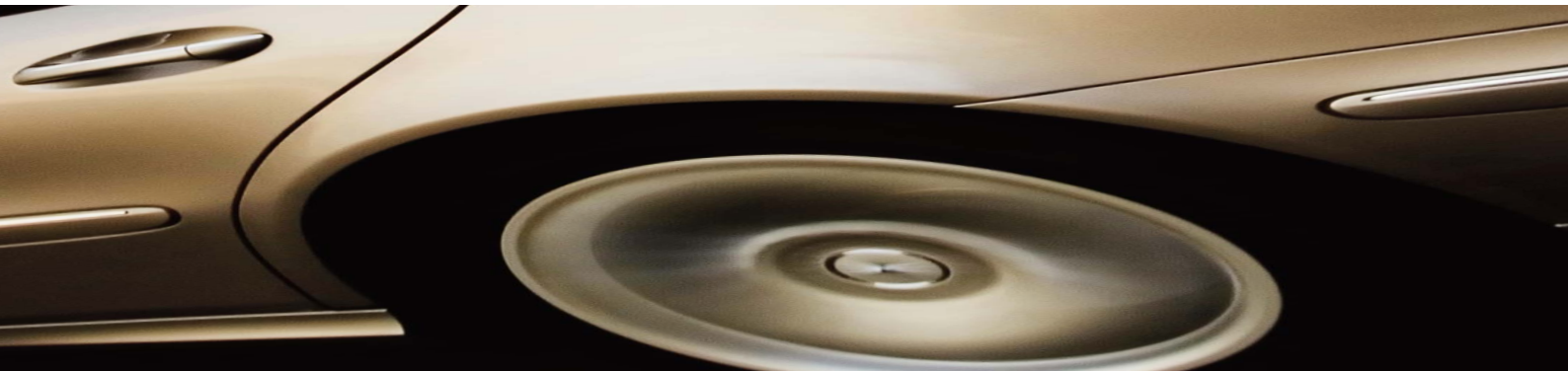
**Our history**

Spirit commenced trading on 1 May 2009 and predominately operates in the fleet sector.

The business has built on the success of Camden Corporate Fleet Services, the company that was previously developed by the Spirit management team and subsequently sold to Barclays Private Equity in September 2007.

The senior management team have worked together in the fleet sector for over 10 years and have built an excellent reputation for service delivery and customer focus.

We are committed to developing a business that delivers the best quality of service, product and customer satisfaction in the sector.



## ▶ OEM Fleet Solutions

**In a highly competitive vehicle market it is vital for any Manufacturer to choose the right partner to manage their fleet of vehicles be it Demonstrator, Press or Employee schemes.**

Each fleet requires individual attention in terms of processing and customer handling to ensure that the Manufacturer's brand values are properly represented.

Through our experienced team we are able to offer the highest levels of customer care and vehicle quality. It is the attention to detail, robust systems and a progressive culture that underpin this suite of services.

We understand the need to balance a high quality of product and service with cost control

### **Demo Fleet**

A Manufacturer's Demonstration Fleet is a highly valuable asset that needs to be managed efficiently and in a way that ensures that brand awareness and values are maximised. We are able to offer a complete solution for the management of your Demonstrator Fleet.

We have a bespoke booking and reservation system that provides flexible and relevant reporting as well as inventory management, control and audit.

Through our experience of supply into the new car fleet sector we are able to manage your fleet from point of order through PDI and registration to individual vehicle delivery. Our technicians are experienced in both in life mechanical and bodywork repairs through to defleet refurbishment.

We have the ability to manage the storage of V5, keys etc. as well as fine management.



**OEM Fleet Solutions**

**Press Fleet**

Is all about your brand!

A critical part of any Manufacturer's marketing strategy is the optimisation of its Press Fleet.

We are able to offer a service that provides in-life management of the vehicles to the exacting quality standards demanded of this vital part of your business.

We can provide technicians that are Manufacturer dedicated to ensure the highest level of brand value is achieved throughout the vehicles' press life.

We are also able to provide support at press launches or other marketing events as requested.

**Employee Fleet**

The management of Employee Fleets is an important service for any OEM.

Whether ordering a company or personal vehicle we believe that your employee should feel as valued as a retail customer – after all these people are representing your brand daily.

We are able to offer a full range of services from vehicle order through to end-of-life refurbishment and onward delivery to the used car purchaser.

**Vehicle Handover**

A vehicle handover is an essential part of the supply chain to a customer.

It is essential that the quality of handover reflects the values of the brand.

We can manage vehicle handovers by using highly trained agents, that at their very heart reflect our core values in quality of product and service.



## ▶ Corporate Fleet Solutions

### **New vehicle supply**

Our Corporate Fleet Solutions represent a comprehensive suite of services that offer real value in the fleet vehicle supply chain.

We have extensive knowledge and experience in all aspects of new vehicle supply and used vehicle defleet which allows us to support the bespoke requirements of each customer. We understand the market variables in the sector and the pressure that this places on managing and optimising a fleet of vehicles. We are able to adapt our services accordingly.

We endeavour to be an extension of your business reflecting your values with your customers.

### **PDI**

Through a purpose built facility we are able to offer “just in time” PDI to Manufacturers’ standards. We work with the Manufacturer’s and their delivery agents to ensure that we have the right level of vehicles arriving at the right time for PDI on a daily basis.

Our flexible workforce of PDI technicians, compound operatives and valeters allows us to manage the whole PDI process in a cost effective manner whilst maintaining a high quality of vehicle at handover. PDI completed vehicles are offered daily to the Fleet Operator to ensure that supply matches their fleet plans for optimal utilisation.

We manage each customer's requirements with respect to branding, accessories, key fobs etc.



## Corporate Fleet Solutions

### Used Vehicle Refurbishment

Through our consultative approach we are able to support any refurbishment requirement. Our flexible workforce enables us to manage the seasonal workload variations and ensure cost efficiency.

Our knowledge of the refurbishment process gives us the ability to make the right decisions on the most cost effective repair technique. Our experience in both trade remarketing and retail sales ensures that we match repair standards with our customer's requirements.

Our Smart Repair facility is able to complete cosmetic panel repair, bumper scuffs, velour, glass, plastic and vinyl repairs, paintless dent removal, paint chips and alloy wheel refurbishment. We use Manufacturer approved paint schemes and Industry recognised estimating systems. We have the flexibility to operate 24/7.

### Remarketing

For many fleet operators effective remarketing of their risk vehicles is a vital part of whole life cost. We offer bespoke remarketing services that add to established routes to the used car market.

Our refurbishment process is tightly controlled allowing us to confidently offer vehicles for sale whilst being refurbished. We are able to offer e-auction facility as well as physical and internet retail sales routes via MK Carstore and our sister companies

### Logistics

We can manage all of your logistics requirements. Our Logistics providers have been chosen to reflect our customer service values. We are able to provide both single trade plate and bulk transporter deliveries.

We hold regular service reviews with our chosen partners to ensure delivery of a consistent level of service.



## ▶ Retail Solutions

### **MK Carstore**

Our retail facility – MK Carstore is a premier used car sales centre in Milton Keynes.

The site has capacity for display of 150 vehicles and also has a workshop for mechanical servicing and smart repairs.

We are FSA approved and therefore able to sell a variety of finance related packages to the retail public.

Through MK Carstore we are able to offer an additional route to market for our corporate customers that have risk vehicles to remarket.

## ▶ Our Responsibilities

### **Health & Safety**

Effective health and safety management is at the core of Spirit Fleet Solutions culture – we care about our staff, customers and suppliers and put their safety first.

In a continuous drive to further our duty of care we commit, as far as is reasonably practical, to take the necessary steps to fulfil our obligations, to comply with relevant legislation and achieve a high standard of safety performance. We believe that the success of this goal is dependant on the co-operation of every member of our team .

### **Environment**

Spirit Fleet Solutions works with our staff, customers, regulators and investors and the local community to tackle environmental issues.

We strive to minimise damage to the environment and reduce pollution by actively developing best practice in our waste disposal methods and use of energy.

We recognise that concern for the environment is an integral part of any good business.



Timeline

**1947**

**Camden Motors** was founded in 1932 in North London and re-located to Leighton Buzzard in **1947**

**1972**

**Camden** acquired by Mercantile Credit

**1991**

**Contract Hire** business merged with Dial Contracts

**1947**

**1957**

Camden forms first UK based **Contract Hire business**

**1976**

Mercantile Credit acquired by Barclays Bank

**1996**



**MBO** led by Paul Dunkley in late 1996 backed by Candover Investments plc



1999



The **Carshop** brand is launched at a single site in Northampton in May **1999**

2007

Acquisition of **Inchcape Automotive Limited** from Inchcape PLC by CCFSL in June **2007**

2009



**Spirit Fleet Solutions** launched in May **2009**

2009

1997

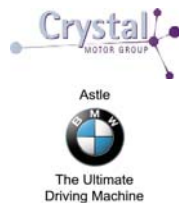


Acquisition of Ford dealer group **Charles H Allen Ltd** December 1997 and a further 2 territories added in 2001 and 2002

2004

**Camden Corporate Fleet Services (CCFS)** established as a separate business

2007



CVL gained a 45% shareholding of the Crystal and Astle dealerships in June **2007**

2007

**CCFS** sold to Barclays Private Equity and its management in September **2007**.

**The team**



**David Hammond**  
Chief Executive

David Hammond is our CEO; he is an investor and board member of all of the Camden Ventures related companies. He joined the businesses in 1998 following a career with PricewaterhouseCoopers. He is responsible for Spirit's strategic direction, ensuring that our values are being upheld in all areas and that we deliver on all of our commitments to each of our stakeholders.



**Dee Smith**  
Customer Relationship Director

Dee Smith is our Customer Relationship Director and has worked for the Camden Ventures group of companies for over 25 years in the corporate services business. Dee is highly respected within the Fleet Industry for her commitment to the highest levels of customer service.



**Peter O'Brien**  
Retail and Operations Director

Peter O'Brien is our Retail and Operations Director; he has over 30 years Motor Retailing experience and extensive knowledge of lean management and operational effectiveness, having been responsible for a number of large scale dealerships, workshops and bodyshops.



**Nick Roberts**  
Financial Director

Nick Roberts is our Finance Director and has performed this role effectively for a number of companies within the automotive sector; he has specialist knowledge in both Finance and IT. He also has detailed experience in acquisition, integration and management buyin/buyouts.



**Paul Dunkley**  
Non-executive Chairman

Paul Dunkley is our chairman; he led the MBO of Camden Motors from Barclays Bank PLC in 1996. Since then he has successfully developed, invested, acquired and sold a number of businesses within the sector and is highly regarded in the automotive industry.

## Our Customers



We are proud to be associated with some of our sectors most significant and influential companies

## Our Contact details

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**Spirit Fleet Solutions** ..... *driving forward*

