



The UK's **premier**
fleet driving event

Millbrook Proving Ground | **12-13 June 2019**



MARKETING PACK

FleetNews

HOW CAN YOU GET INVOLVED?

Dear Manufacturer Partner,

A warm welcome to **Company Car In Action 2019**. We are delighted to have you on board.

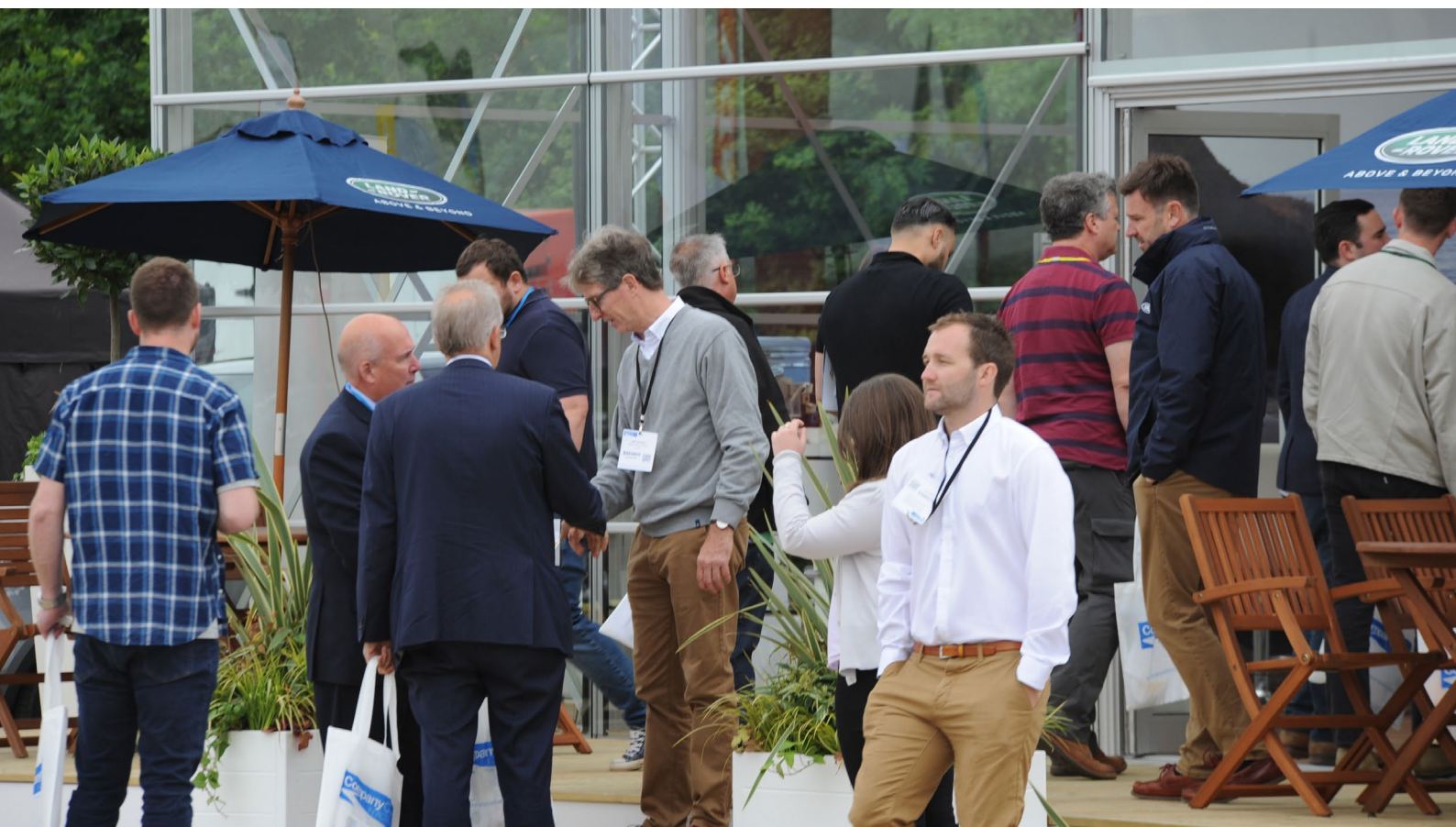
This marketing pack will provide you with the information and tools you need to plan your promotional activity for a successful event, including:

- Company Car in Action brand assets
- Who to contact for PR information or further marketing support
- How to promote your own company as an exhibitor

We look forward to welcoming you to Millbrook Proving Ground.

Kind Regards,

The CCIA Team



CCIA **BRANDING**

Logos



12 - 13 June 2019 Millbrook Proving Ground

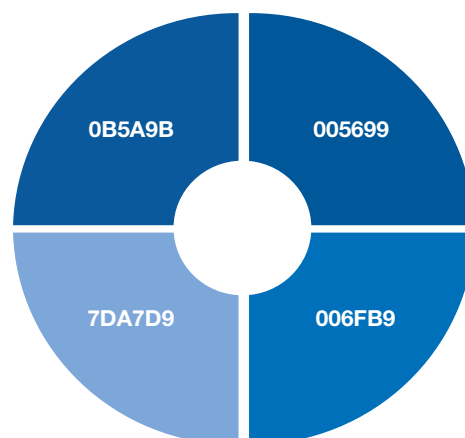


Fonts

1. HelveticaNeue Thin
2. **HelveticaNeue Bold**

[DOWNLOAD **ASSETS**](#)

Colour Palette



SOCIAL MEDIA

Here are some examples of **social media posts** that you can share with your network. Feel free to adjust them to better match your brand tone/style.

TWITTER

1. We are delighted to confirm our participation in #CCIA19, the UK's most comprehensive driving event for fleet decision makers and influencers: <https://bit.ly/2F94z75>

2. Test drive our latest models this June at #CCIA19 - exclusively for fleet decision makers. Secure your free place now: <https://bit.ly/2XUhj8P>

LINKEDIN

1. We are delighted to confirm our participation in Company Car in Action 2019, the UK's most comprehensive driving event for fleet decision makers and influencers, taking place 12-13 June at Millbrook Proving Ground.

Click here to find out more: <https://bit.ly/2VZV3J5>

2. The UK's most comprehensive driving event for fleet decision makers and influencers returns 12-13 June 2019!

Secure your free place for the opportunity to test drive our most recent models this June: <https://bit.ly/2F75AfG>

#CCIA19

Also provided alongside this pack are optimised **Twitter** and **LinkedIn** graphics to attach to your social posts, including a template you can add your own image to.

Follow us at **@CCIA2019** and our **[LinkedIn page](#)** to retweet and share the latest event posts.

WEBSITE/NEWSLETTER BANNERS

Provided alongside this pack are several banners available for you to display on your website and newsletters:

728x90 **Leaderboard banner**



300x250 **MPU banner**



EMAIL COPY

Make sure your fleet customers know about your presence at CCIA.

Alongside this pack is example email copy that you can send to your fleet database, extending an invitation to join you at Millbrook Proving Ground.

60% of last year's attendees signed up over 1 month before the event, so send early to give them a chance to book CCIA into their diaries!



CompanyCar IN ACTION

Millbrook Proving Ground | **12-13 June 2019**

For more information about the event, please contact:

Sandra Evitt | sandra.evitt@bauermedia.co.uk

or

Kate Howard | kate.howard@bauermedia.co.uk

For more information about marketing and promotion, please contact:

Molly Third | molly@mpg.biz | (0)20 3890 3494



www.companycarinaction.co.uk