



British International
**MOTOR
SHOW**
23 JULY - 3 AUG
ExCeL
LONDON

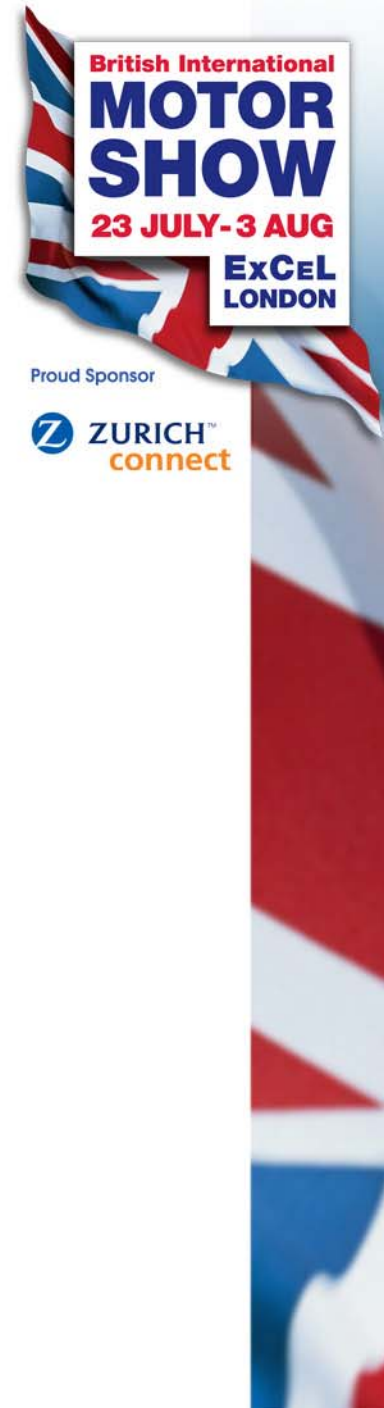
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Review of The British International Motor Show 2008

Presentation to ESG
Forbes House, 23rd September 2008



Marketing and PR Campaign Overview

- Total Marketing and PR Campaign value over £5million
- No reduction in budget from 2006
- Activities included:
 - heavy-weight above-the-line ad campaign
 - high-profile digital marketing campaign
 - extensive joint promotions
 - far-reaching media partnerships
 - complimentary ticket strategy
 - targeted direct mail and leafleting campaign
 - groups marketing
 - trade and exhibitor partnership marketing campaign
 - separate lifestyle, specialist and broadcast PR agencies



Campaign Timings

- Campaign condensed into a shorter time frame than in 2006
- Key to build and sustain campaign volume, ensuring saturation of key media
 - **Feb** – visitor web launch, tickets on sale, e-marketing, PR started to build
 - **April** – specialist press, e-marketing, SEO
 - **May** – direct mail, e-marketing, complimentary ticket strategy, SEO
 - **June** – TV, radio partners, digital upweight (PPC), joint promotions, e-marketing, print at home
 - **End June – August** (activity weighted to continue throughout show open period) - TV, national press, outdoor, radio, digital, London press



Creative Treatment

- Big challenge to find a creative to beat the campaign from 2006
- Focus Groups chose an updated version of the 2006 car/millennium wheel creative
- Different straplines used depending on audience:
 - night-time, 'Full Throttle Entertainment', car fans
 - day time 'Fun Fuelled Entertainment', family and day-tripper audience



FULL THROTTLE ENTERTAINMENT

ONLY £5 AFTER 5pm
OPEN UNTIL 9pm (weekend)

This summer's fastest ticket
23 July - 3 August ExCeL London
JUST 10 MINUTES FROM HERE

Book tickets now online or call 0871 230 5588
www.britishmotorshow.co.uk

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Dream Cars & World Launches | 50 Years Of The Supercar | Late Night Live Music Concerts | Drift School | Land Rover's Ultimate Experience | DREAMSCAPE: Honda's Live Action Arena

FUN FUELLED ENTERTAINMENT

This summer's fastest ticket
23 July - 3 August ExCeL London

WEEKDAY TICKETS JUST £10!

- World Launches & 1,000's of Cars
- 50 Years Of The Supercar
- Late Night Live Music Concerts
- Family Fun: Kids Driving Activities
- Land Rover's Ultimate Experience
- DREAMSCAPE: Honda's Live Action Arena

Text
DRIVE
to 68855
for more
information

Book tickets now online or call 0871 230 5588
www.britishmotorshow.co.uk

Key Target Audiences

- Car Enthusiasts
- BIMS 06 Attendees (database of 150k current records)
- Conquest Audience: Serial Day-Outers enthusiastic about Cars but haven't attended BIMS (2.2m adults in immediate catchment area)



Above and Below The Line Campaign

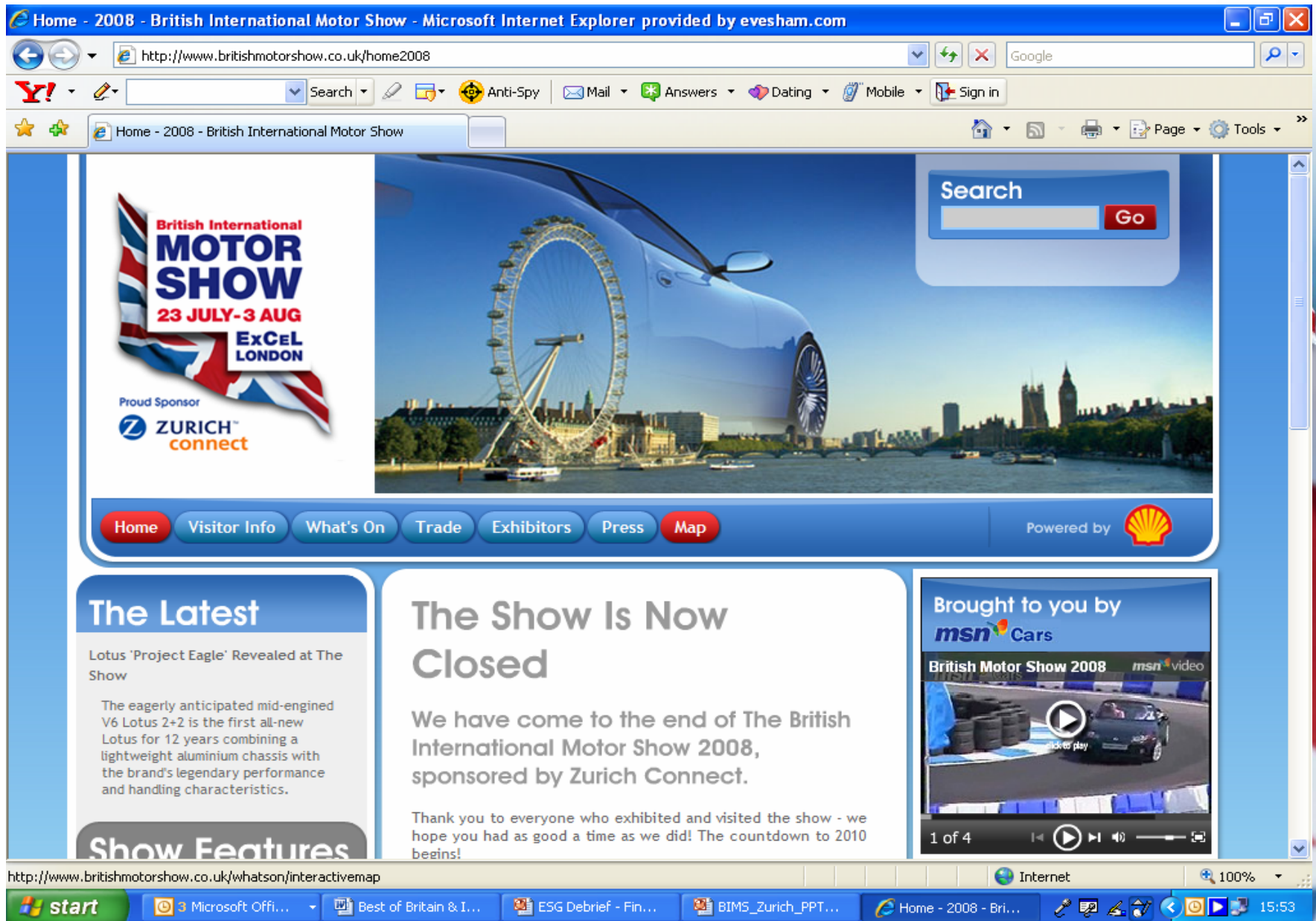
- Campaign consisted of:
 - Digital: including SEO and PPC, forum/ Blog monitoring, partnerships, e-marketing
 - TV advertising (lead media)
 - National Press advertising
 - London Press advertising
 - Outdoor Media
 - Radio advertising
 - Plus
 - Direct Mail, door drops and leaflet campaign



Digital Marketing

- Substantial role in the 2008 campaign with a comprehensive website, SEO, PPC, online advertising, an extensive list of online partners and a targeted e-marketing campaign
- **The website had 1,027,944 unique users**
- Highest unique users in 1 day: **55,354** on 22 July
- Average page views: **5.29**
- Average dwell time: **3.52 minutes**
- **74%** of paid tickets purchased online
- SEO incorporated into web build, and maintained throughout campaign
- PPC ran from February building in the run up to the show ensuring an average position of 2nd on all related searches





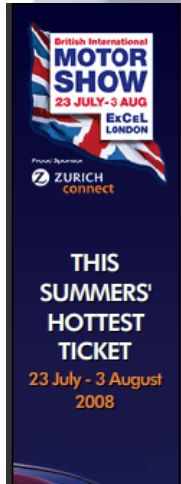
Website Homepage

Online Advertising

- Total impressions across all sites: **53,219,018**
- Combination of partner support and paid ads
- Highest volume sales drivers were: Auto Trader, Auto Express, Parker's, and Top Gear
- Highest CTRs came from AOL, Top Gear, ITVLocal, Virgin Radio and What Van
- Nearly 40,000 of those who viewed online ads went on to look for BIMS tickets
- Paid online was used to support online partners by extending further into the following areas:
 - Portals / News-Sites (targeting Motoring / Sports / Entertainment)
 - London Listings Sites
 - Sports Sites

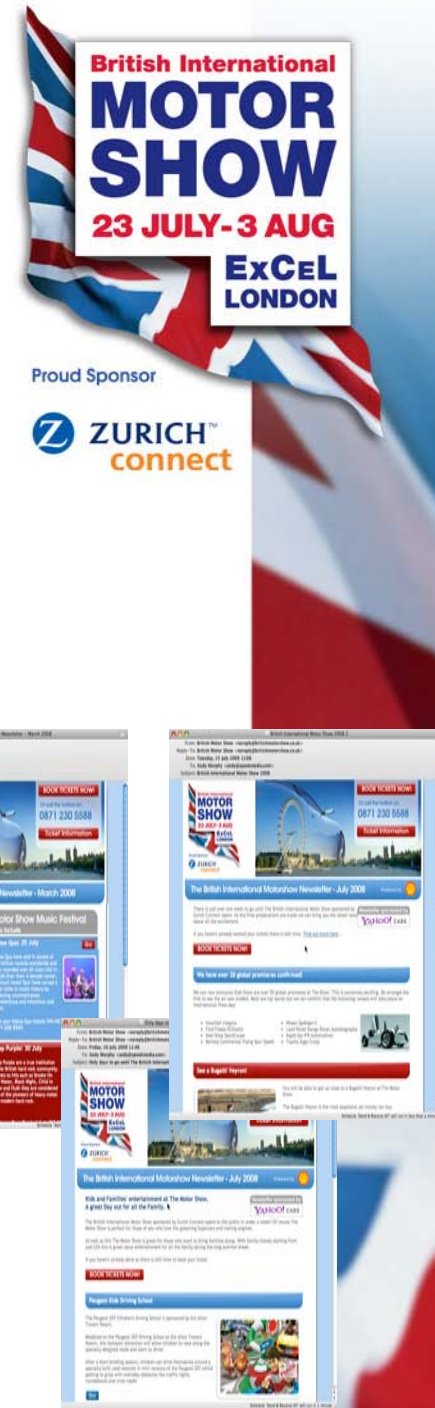


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E-Marketing Campaign

- The e-database now holds over 130k records
- Monthly e-newsletters were sent from 1 February, increasing to fortnightly in June/July and then daily during the show
- Content included show updates, competitions, reviews, photos and show features
- E-newsletter stats
 - 35 emails sent to 2,496,367 records
 - 2.3m emails delivered
 - Open rate of 29%
 - Click through rate of 12.2%



Digital Partners

- **MSN Cars**
 - Package of banners, MPUs, buttons and Skys
 - 3 x videos, 1 x preview and 2 at show videos (featured on BIMS homepage)
 - Solus email shot to MSN Cars database plus inclusion on general emails
 - 1,378,638 impressions
- **PistonHeads.com**
 - Show preview feature & editorial content
 - Buttons on daily emails plus solus email shots inc. ticket offers
 - Package of banners, MPUs and Skys
 - 559,976 impressions
- **Yahoo Cars**
 - BIMS microsite, plus homepage button and book tickets button
- **ITVLocal**
 - BIMS microsite running show info, films, editorial and links to BIMS site
 - 516,855 impressions



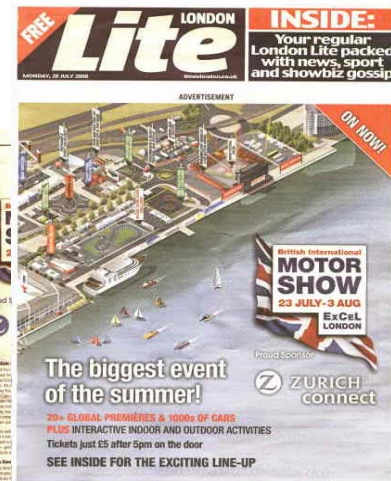
Digital Partners

- **Parker's and Car Online**
 - Package of banners, skys and MPUs
 - 5,676,377 impressions
- **Topgear.com**
 - Inclusion in email shots & ticket offers
 - Package of banners, skys and MPUs
 - 1,116,634 impressions
- **Lastminute.com**
 - 15% discount offer on standard tickets
 - Promotion of £5 after 5pm ticket rate
- **AOL**
 - BIMS microsite plus banners, skys and MPUs
 - 591,131 impressions



ATL Campaign

- **TV Advertising** - 51.4% cover @ 4.2 OTS
 - 30" ad from 16th June - 30th July
 - Satellite Channels: Dave, Bravo, ITV4, Sky Sports, Setanta, MTV, etc
 - Terrestrial Channels: ITV1, C4, C5 with regional up-weight to London, South East and Midlands
- **National Press Advertising** - 36% cover @ 3.9 OTS
 - Large format ads deployed for scale and authority
 - Timed in proximity to the Show
 - Sunday Times, Times, Sunday Telegraph, Telegraph, Daily Mail and Mail On Sunday
 - 16 pg supplements in The Sunday Times and The Telegraph
- **Regional Press** - 54.6% cover @ 4.7 OTS
 - Timed to run in proximity to BIMS
 - Evening Standard, London Lite and City AM
 - 24 pg Supplement ran in the Evening Standard and a London Lite Cover Wrap

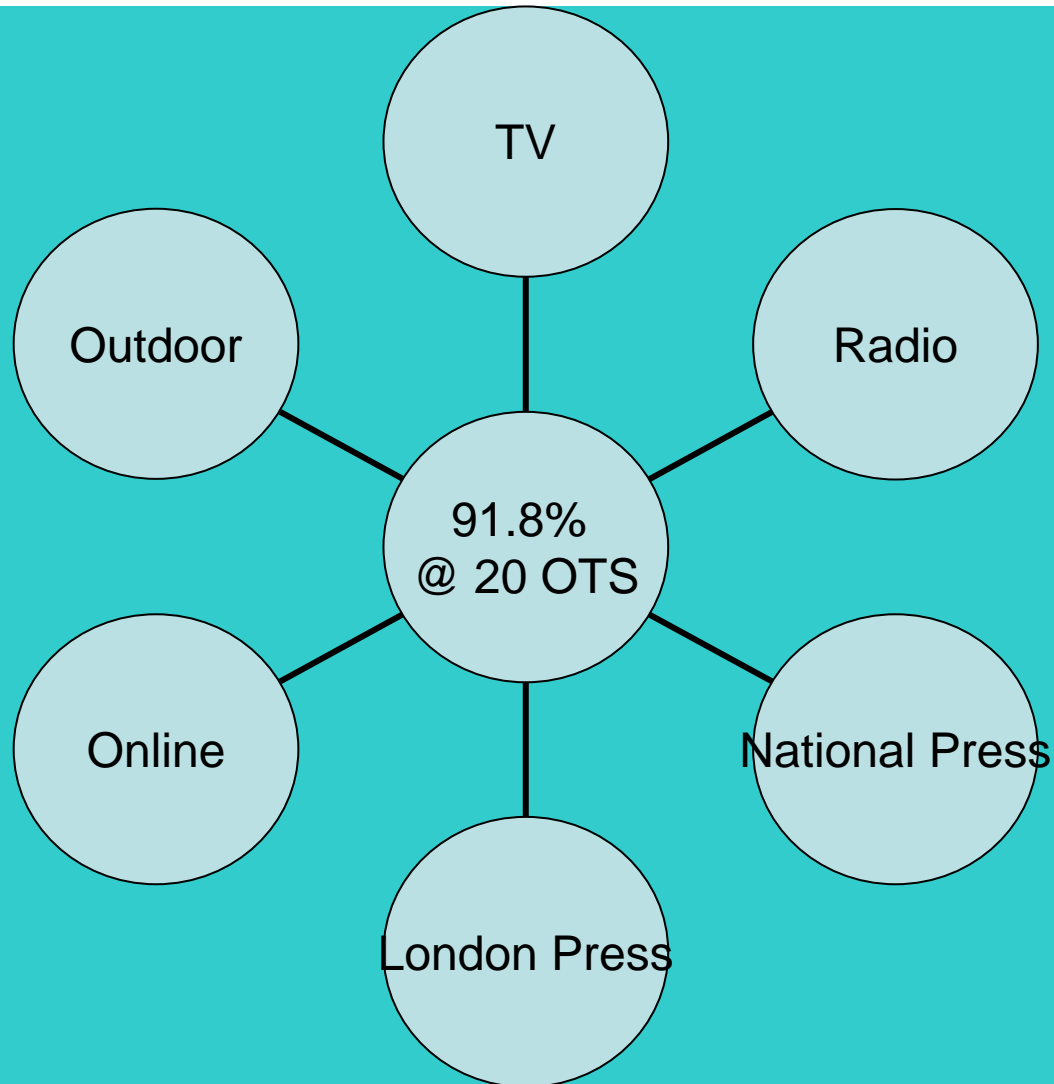


ATL and BTL Campaign

- **Outdoor/ Posters** - 74.7% cover @ 17.4 OTS
 - 1729 sites in total
 - Campaign reached almost 100% of our target audience
 - 96 sheets, National Rail 48 sheets, Escalator panels, Rail 6-sheets
- **Radio** - 27% @ 6.5 OTS
 - Partnerships with Magic, Virgin, LBC & Classic
 - Activity up-weighted with 30 sec ads on Heart and Essex
- **Direct Mail**
 - sent to **80k records** (start May)
 - **9.9%** response rate to ticket offer
 - Follow-up DM postcard sent to **70k records** (start July)
- **Inserts and Leaflets**
 - 500k inserts in specialist press, 600,700 leaflets to ABC125-54 homes within London; Kent and Essex, 300,000 leaflets distributed at key motoring events such as A1 GP, Brooklands and tube stations



TOUCHPOINTS: ABC1Men



Specialist Media Partnerships

- **Haymarket** – 4 month campaign, magazine and online ads (online delivered 2.7m page impressions), e-shots and editorial support across 5 titles including *What Car?*, *Autocar* and *Classic & Sportscar*.
- **Dennis Publishing** – 4 month campaign, magazine and online ads (online delivered 4.2m page impressions), e-shots and editorial including extensive preview and show coverage across *Autoexpress*, *Evo* and *Octane*.
- **Trader Media** – 2 month online campaign on *autotrader.com* - delivered 28.7m impressions
- **BBC Top Gear** – magazine and online ads (online delivered 1.1m impressions), subcarriers and newsletters



Radio Media Partnerships

- **Classic FM**
 - 4 weeks of 30" pre-recorded trails
 - Online support
 - Feature in Classic FM magazine and Classic FM and Behind the Music email shots
- **LBC 97.3**
 - 10 day airtime package of live reads and pre-recorded trails
 - Online support
- **Magic 104.5**
 - 3 week campaign of pre-recorded feature trails
 - Breakfast Show promotion (1 week plus 1 week pre-promotion) Online support and e-mail shots (x3)
- **Virgin Radio**
 - Partners on The Motor Show Music Festival
 - 4 week campaign of 30" pre-recorded trails and live reads
 - Weekend on-air competitions, online support and email shots



Joint Promotions

- Over 200 joint promotions were set up which included pos, newsletter and magazine promotions, ticket combos, partner ticket offers, membership benefits, reader offers, etc.
- Partners included **Tesco, Orange, BSM, HSBC, Waitrose, First Direct, TfL, Royal Navy, CSMA, Costa Coffee, National Boat Shows, Sky, BBC, David Lloyd Leisure Clubs, AOL, Archant Media, Borders, Hilton Hotels, NHS, London City Airport, RCI, liftshare.com, DfT, ITV, A1GP, Motor Sport Association, ACT ON CO₂, Camping & Caravan Club, Professional Organisations, Train Operators, Trade Associations, Local Councils**



Joint Promotions: ITV

- Excellent relationship built in '06 with ITV continued
- Pulling Power 'Motor Show Special' filmed from the show
 - 1 hour special broadcast on ITV4 on 24th July
 - ½ hour programme broadcast on ITV Central on 23rd July
- ITV London Today and London Tonight filmed and broadcast a total of 6 news items from the show
 - 1 pre show
 - 1 press day
 - 4 other items
- Relationship extended online this year with itvlocal.com which filmed and broadcast from the show (see online partnerships)



Joint Promotions: Shell

- Posters, leaflets, receipt backs and 'wobblers' in Shell petrol station shops (over 600 sites nationwide)
- Promotion in V-Zine Magazine (to all V-Zine members)
- Direct Mail with ticket promo to V-Power Club and Drivers Club (over 1.5m members)
- Email follow-up to direct mail pieces
- Ticket offer in 2 x Shell Mastercard Statements (60k)



Joint Promotions: Other Examples

- BURTON sales promotion
 - 2 week promotion with Burton menswear store
 - Customers received a complimentary BIMS ticket when spending over £50 in-store or online
 - All those who received a show ticket were also entered into prize draw to win a Vauxhall
 - Promotion supported by BIMS/Vauxhall branded POS material, leaflets, posters, email shots, and online banners, MPUs, microsite.



- COSTA ticket promotion
 - Competition with Costa Coffee card holders to win a pair of BIMS tickets
 - Promoted via email shot to 38k members



Exhibitor Marketing Support

- Exhibitor road show to meet with comms teams
- Strongest results were achieved when whole teams were available with magazine features, digital support, competitions and above the line promotions
- Dealers incentivised to promote the show with complimentary tickets to be used in regional competitions and promotions.

Some Highlights:

- 'Win a car' competitions with Alfa Romeo in The Evening Standard and at show.
- Sales Promotion across all Burton Stores to win BIMS tickets with one winner receiving a Vauxhall
- 4 ½ page feature in Peugeot Rapport Magazine
- Ford referenced BIMS on select Ford Focus 48 sheets
- Strongest response from GM staff and customers on the 1/3 off and 20% off ticket offers



Complimentary Ticket Strategy

- A highly targeted complimentary ticket strategy remained an important component of the marketing campaign whilst at the same time we had a key objective to reduce the total number of comps vs paid gate
- Complimentary tickets were again distributed amongst closed user groups of an ABC1 socio-demographic
- Tickets were distributed primarily amongst our key media and event partners to use as staff incentives rather than just 'freebies'
- Companies included Zurich, Shell, ITV, Haymarket, Dennis, News International, Associated Newspapers, Dft, BBC Worldwide and Bauer (Emap)
- Complimentary tickets were available both online and as hard copy which enabled us to capture key data about the visitors and build our database
- Successful campaign which saw 9% (42,507) of our audience use a complimentary ticket, compared with 13% in 2006 (54,000)



Trade Campaign

- International Business Day and First Day successfully re-engineered as VIP Preview Day
- Trade professionals were targeted with a substantial £10 discount ticket price for VIP Preview Day plus a FREE family weekday ticket – saving £35
- We partnered with the key industry organisations such as SMMT, RMIF, NFDA and AVRO to encourage attendance from their members through ticket offers
- In addition we ran a specific dealer campaign through both our exhibitors and with Auto Retail Network which represents 5000 dealerships
- PR was also key and we targeted the key trade titles with ticket promotions and competitions
- Attendance on VIP Preview Day: 31,106 of which 48% trade trade



PR Strategy

- Successful strategy from 2006 repeated to appoint 3 agencies specialising in different areas
- **77PR** – lifestyle PR agency, reappointed after successful campaign in 2006
- **PFPR** – specialist automotive agency, newly appointed after a 5-way pitch, remit to focus on automotive consumer, trade and international media
- **Markettiers4DC** – broadcast agency, newly appointed after a 4-way pitch, particular remit to generate and facilitate UK and international TV, radio and web coverage pre and at show
- Seamless working relationship with imie the SMMT Press Office and other BIMS agencies to deliver a high profile, strategic campaign





A well-oiled PR machine

In three weeks' time the British International Motor Show kicks off at ExCel. Four PR teams have been working behind the scenes to promote it, but how have they avoided stepping on one another's toes? **Patrick Dye** investigates

On 23 July, hordes of motor car enthusiasts will start pouring into London's Docklands for the UK's biggest consumer show: the 12-day British International Motor Show.

After the show lost its way slightly at the beginning of the decade, the Society of Motor Manufacturers and Traders decided in 2006 to move the biennial showcase event from the NEC in Birmingham to London's ExCel centre.

The result was a revival in the show's fortunes. Audience numbers jumped by 23

per cent, rewarding the society's faith in the newly appointed organiser International Motor Industry Events (IMIE).

IMIE's vision for the show was radically different from what had gone before and it included a PR overhaul.

Far from relying on just one agency for the 2008 show, it has secured the services of no fewer than four, all working in tandem to ensure maximum exposure for an event that is expected to attract in excess of 500,000 visitors.

'The size of the show is one of the factors that determined our decision to use multiple agencies,' explains IMIE marketing

director Kirsty Perkinson. 'We have also had to stem the decline of visitors over a long period of time and increase numbers. That means changing public perception, which requires a lot of work.'

During its NEC days, the show acquired a dedicated following among motoring enthusiasts, but mainstream audiences waned. 'The audience profile had become young, male petrolheads whose ability to purchase the cars didn't match the manufacturers' expectations,' says Perkinson. 'We needed to retain this following but reach out to a broader, family audience with a focus on lifestyle elements.'

"We needed to reach out to a broader, family audience with a focus on lifestyle elements"

Kirsty Perkinson
marketing director, IMIE
(pictured right)



For this year's event, Seventy Seven PR handles lifestyle PR, while motoring specialist PFPR covers the motoring media. Both agencies have motor show experience and Seventy Seven was part of IMIE's roster for the 2006 show. Also on board is broadcast specialist Markettiers4dc, with Live Nation handling PR for the accompanying music festival.

'Co-ordinating the work of these agencies is challenging but, as the show pulls in 550,000 visitors and there are only three of us in the marketing department, agencies are integral,' says Perkinson.

PR is a competitive industry and territorial behaviour might be expected among agencies working the same patch. Not if you get the mix right, claims Perkinson: 'Agency selection is vital. We spend a lot of time ensuring that we shortlist the right agencies, choosing people who will get on with one another.'

Clearly demarcating each agency's role obviously goes some way towards minimising the risk of conflict. Beyond this, encouraging a focus on the job at hand ensures the success of this alliance, adds Perkinson.

'We award agencies bonuses based on set targets, so you would think they might be territorial over coverage. But these agencies see the bigger picture and understand that opportunities double, not divide, when you work together,' she says. 'For example, Seventy Seven will issue a release for the mainstream press and a few days later PFPR will tweak that story and issue it to the motoring press, and vice versa.'

Perkinson estimates total PR agency spend is £350,000 and she expects a solid return on investment. 'In 2006 we achieved £10m worth of press coverage. This year we are aiming for £15m, which shows why PR is so very important to us,' she says.

Media Attendance

- **3080** media attended the Show (2006: 2800)
- **30%** international press from **60** countries (2006: 23% from 41 countries)
- **30** international TV crews filmed on press day
- **16** UK TV Channels covered the show with live broadcasts from ITV, CNN, BBC1, BBC2, BBC News, SKY News, GMTV, CNB, Channel 4, Channel, ITV London, Anglia, Central News, West Country
- **43** Radio stations covered the show, many with live broadcasts including Sky News Radio, BBC Radio 1, 2, 4, 5, Scotland and Wales plus numerous independent stations
- Immediately following press day we had **341 online articles** including **103 international**



International Press Coverage

- Audience reach internationally up by 37% over 2006
- Proportion of international coverage secured pre-Show up from 35% to 39%
- Across almost every global market there was an increase in audience reach
 - + 525% in the US, + 167% in Germany, +77% in Spain, +147% in China, +59% in Canada
- 3180 online international articles from 61 different countries
- International coverage as proportion of total coverage up by 5% (to 39% in 2008)
- Level of coverage ranks BIMS as 4th most important European motor show



Media Coverage Highlights

- Overall PR Coverage increased by 69% on 2006
 - Broadcast up by 202%
 - Online coverage up by 603%
- £18,4m PR value (print and online) **+ 74%** compared with £10.4m in 2006
- **£6,12m** advertising equivalent value (print and online) **+ 74%** compared with **£3,5m** in 2006
- **Total Reach: 695,497,500 + 310%** compared with 169,781,684 in 2006



Campaign Effectiveness: Where did you hear about the show?

98% of respondents (both visitors and non visitors) recall seeing our advertising campaign compared with 84% in '06



Total	
Internet	44%
Magazine - Automotive	32%
TV	25%
E-newsletter	24%
National Newspapers	21%
Mailing/Invite from exhibitor/show management	15%
Posters/Billboards	14%
Tube	12%
Radio	9%
Local Newspapers	6%
Train	5%
Magazine - Non-automotive	4%
Other	8%
None	2%

The Results: Attendance

12380	Tues
31106	Weds
31751	Thurs
37541	Fri
48861	Sat
40624	Sun
27933	Mon
27600	Tues
35028	Weds
38238	Thurs
49321	Fri
56512	Sat
35433	Sun

- 472,300 total attendance compared with 415,500 in 2006
- 14% increase on 2006 on a like-for-like basis
- Daily attendance followed broadly similar patterns to 2006 with balanced weekday and weekend
- 45,000 attended Motor Show Music Festival (2006: 37,000)
- 102,000 attended Honda's Theatre of Dreams (2006: 91,000)



The Results: Travel to The Show



- 68% of our visitors travelled by public transport compared with 62% in 2006
- The travel experience was considered to be worse for many
 - only 45% claimed their journey was good to excellent, compared to 87% in 2006
 - 22% claimed their journey was poor or very poor
- Tube and DLR closures due to works in preparation for the Olympics affected both weekday and weekend travel

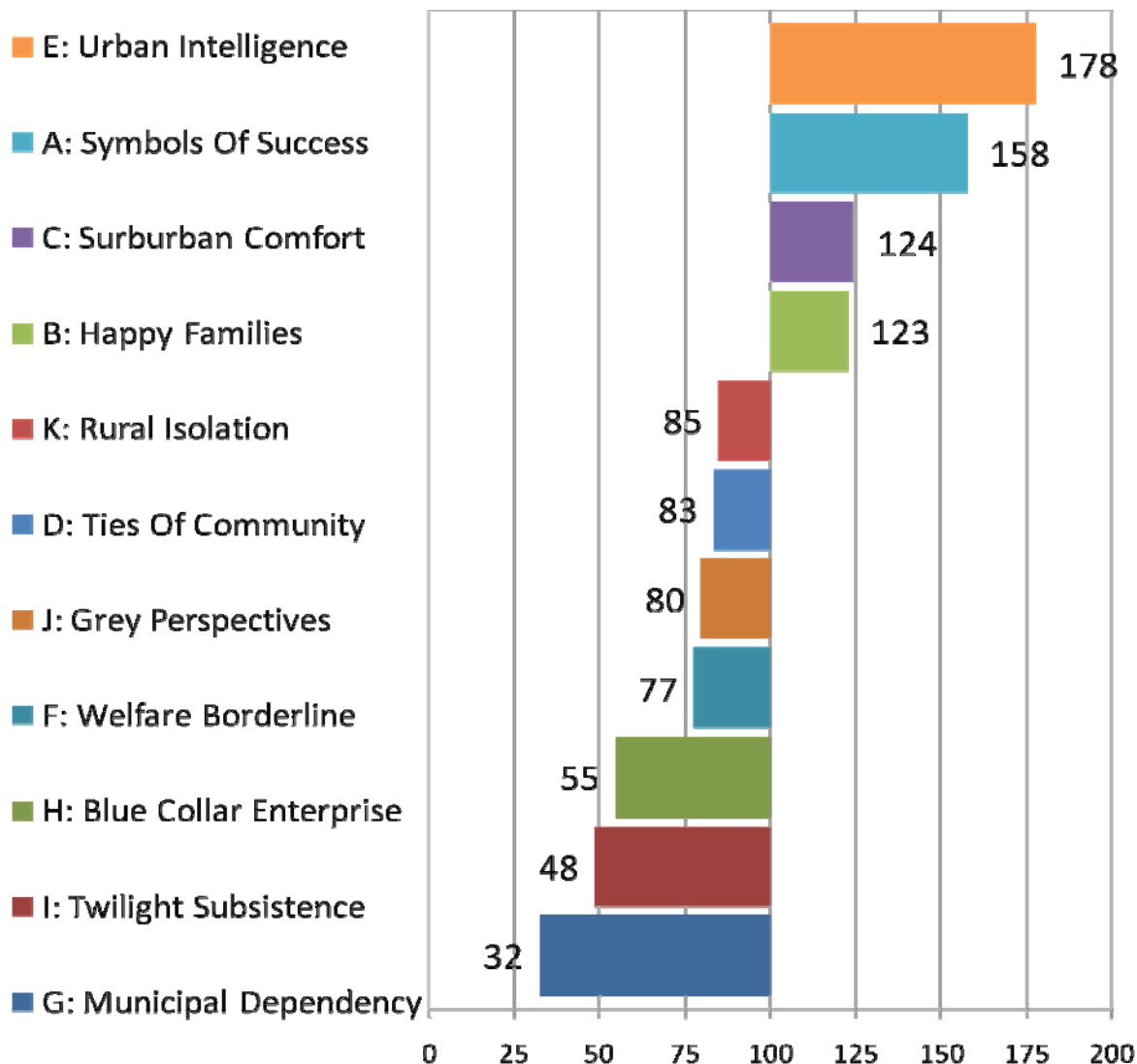
The Results: Audience Quality

- Audience quality increased to 57% AB and 84% ABC1



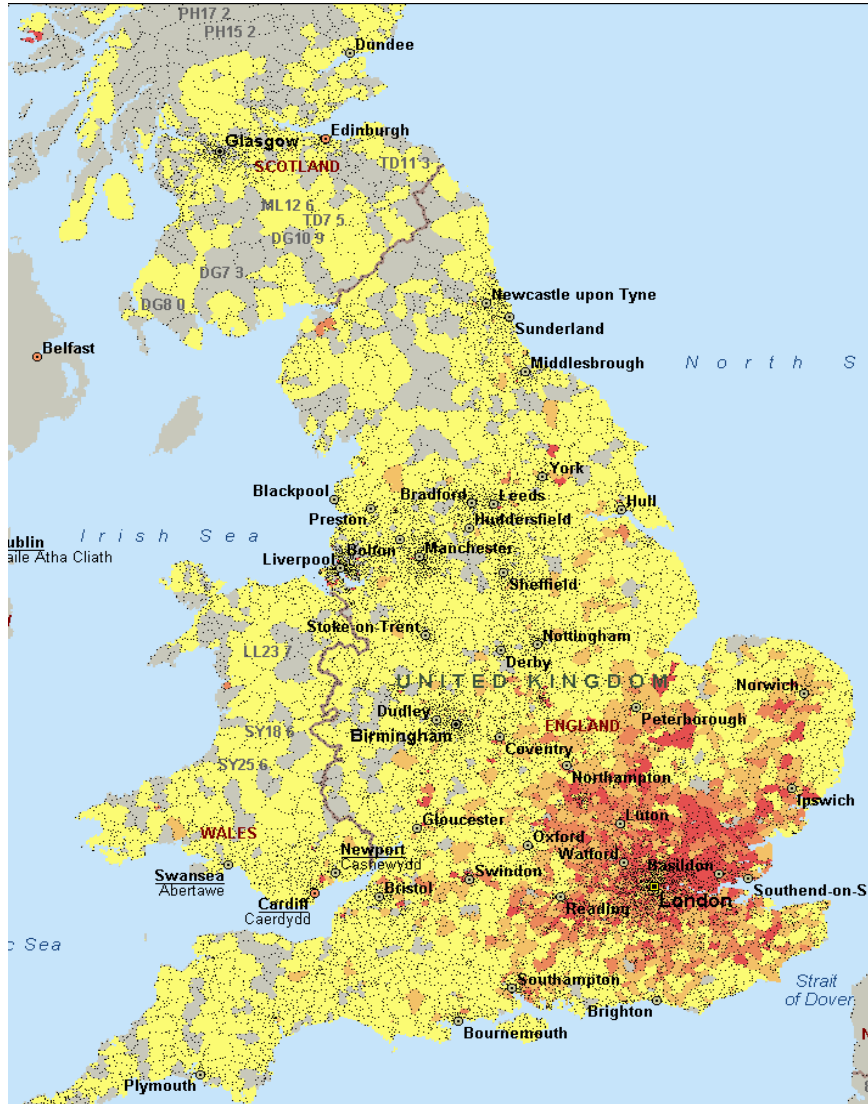
	2008	2006	2004	National Average
AB	57%	54%	29%	22%
C1/C2/D	30%	26%	60%	67%
Retired/				
Student	11%	14%		
Housewife	4%	6%	10%	
Unclassified/				
Other				

The Results: Visitor Quality MOSAIC Analysis



BIMS continues to index well above the national average in those sectors where we would traditionally expect new car purchase and higher disposable incomes

The Results: Where our visitors came from



We delivered
a widespread
audience
with visitors
from almost
every
postcode in
Britain



The Results: Where our visitors came from

- Greater % of visitors from the Midlands and outside of London demonstrating the wide appeal of the event



Location	2008	2006	2004
London	20%	32%	
Home Counties	36%	35%	
South	12%	13%	25%
			(inc.London)
Midlands/ Wales	17%	9%	50%
North/ Scotland	11%	7%	23%
Overseas	4%	3%	2%

The Results: Audience profile

- We delivered a greater % of women this year and more visitors came with their children and as a family group

Visitor attendance profile:

	2008	2006
Male	76%	79%
Female	24%	21%
Children/ Family	51%	38%
Partner	37%	29%
Friends	28%	24%
Colleagues	4%	5%
Came Alone	7%	15%



The Results: Age Profile

- The average age of a Motor Show visitor is 38 years old with 78% aged 25-54 compared with 74% in '06
- The slight decrease in those aged 55+ may be due in part to the online survey method this year

Age Split:

	2008	2006	2004
18 – 24	12%	15%	26%
25 – 34	30%	24%	22%
35 – 44	28%	26%	23%
45 – 54	20%	20%	16%
55+	10%	15%	13%



The Results: A Car Purchasing Audience

- Our visitors are new car purchasers
 - 65% visitors will buy or lease their next new car
 - 52% of these will buy in the next 12 months vs 43% in 2006
 - 79% will buy before the next Motor Show
- They used the show for research
 - To see what new cars are coming out 59% (29% in '06)
 - Compare products for future purchase 30%
 - Get technical specifications 14%
- 51% own at least one new car, 71% own at least 1 secondhand car
- Of our visitors who own new cars, over 40% of them own 2 or more new cars
- 52% of our audience are generally interested in cars (not car enthusiasts) compared with 40% in 2006



The Results: A new Audience

- Despite it's 2nd outing in London we still delivered a new audience with 46% attending for the first time (vs 81% in 2006)
- 36% of the audience also attended in 2006
- Only 22% attended the last show at the NEC in 2004
- 69% visited the show for a great day out (multiple reasons to attend) vs 37% in 2006



The Results: Influence on Visitor 'Green' Attitudes

- 77% of our visitors will change their behaviour as a result of the show's focus on green issues
- Specifically they will
 - Consider a car's fuel consumption when buying a car 55%
 - Make changes to the way I drive 27%
 - Consider or buy a hybrid car next time 20%
 - Consider a VM's reputation regarding environmental policy 17%
 - Consider or buy an electric car next time 9%



The Results: A great visitor experience



What our visitors thought:

	2008	2006	2004
• The show was value for money	84%	81%	71%
• It was a very enjoyable experience	85%	75%	50%
• The show was better than I expected	76%		
• The time I spent at the show	6h29mins	4h20mins	

What the press said...

"I was really impressed by the number of world debuts at the Show! Car Online has filled its boots with videos, photos and news stories about the Show's world premieres and exciting concept cars." **Car Magazine**

"The fact that Lotus chose the British Motor Show to launch their new Evora sports car demonstrates the value and importance of this Show to the industry."

Sky Motoring

"The Motor Show is packed with rip-snorting petrol machines. Highlights include the convertible version of the Chevrolet Camaro, the Mastretta MXT sports car and the Cadillac CTS Coupe. But it's not just about exotic supercars. The show is also your first chance to clap eyes on Vauxhall's Insignia and the new Ford Fiesta."

Richard Hammond, Daily Mirror



What the press said...

“A kids' driving school where children can drive themselves around a specially built road network in a mini version of the Peugeot 207, as well as the Disney Pixar World of CARS, makes the British International Motor Show fun for all the family. It offers much more than just motors... although there Are over 600 cars!”

David Williams, Evening Standard

“It's a great day out for all the family, there's something for everyone. Not only all the latest cars, but also a very informative Green pavilion as well as lots of activities for parents and kids. Go and see it”

Ken Gibson, The Sun



What the press said...

"Classics, supercars, boats, live action - they'll all be vying for your attention so make a day of it and be sure to check out as much as you can. And if you can spare the time stay for the evening as well and go along to one of the pop concerts taking place in the live action arena"

MSN

"If there's one thing that the build-up to this year's ExCeL spectacular has reinforced, it's that there is still much to be proud of in the British motor industry."

Auto Express

"Press day was busy as ever with some paying public allowed to ease the finances and in fairness, it created a better more exciting atmosphere"

FemaleFirst.co.uk

"The world's car manufacturers staged an event to be proud of, with both traditional static indoor displays and outdoor interactive shows for all the family"

What Diesel Car



What you said...

Alfa Romeo

“Every two years our presence at the Excel London is becoming more and more important and strategic for our brand....We were absolutely delighted to hold the exclusivity to launch at the Motor Show Alfa’s brand new car...We are already looking forward to an even more successful show in 2010.”

Peugeot

“The Peugeot 308 RC Z received unparalleled interest at the Motor Show, and with the Peugeot taster test drive delivering over 1400 test drives, in combination with over 5000 leads taken, levels of interest in the Peugeot brand have risen to a new high compared to the 2006 Motor Show....The London Show enabled us to reduce our overall stand size and costs, without affecting our brand position, which provided a significantly increased return on investment.”



What you said...

Renault

“Renault enjoyed another excellent British Motor Show... We were delighted with a record number of quality leads which are now busying our dealerships across the country!”

SEAT

“We are very pleased to once again be a part of the British International Motor Show at ExCeL - especially as for the second time we had a world debut to shout about.....which demonstrates just how seriously our colleagues at SEAT HQ take this London event.”



What you said...

Broughtons

“We were delighted by the high number of serious supercar buyers we met at the show - considerably more than any other UK event we have participated in. We saw many existing customers, and were very pleased with the quantity of new contacts made - we're very confident that the British International Motor Show will prove to be hugely successful for Broughtons”.

Citroen

“Test drives up and sales enquiries on Green vehicles greatly increased. The vehicle we had in the greener driving pavilion created over 2000 prospects alone! It was blatantly obvious that the British public are now showing much more interest in environmentally "friendly" vehicles and with Citroen's current range we were able to take advantage of our extensive showing of low CO2 vehicles. All in all a successful show.”



What you said...

Kia Motors

"Kia Motors (UK) Limited attended this years' British International Motorshow with some clear objectives....The platform provided by the show allowed us to succeed with all of these objectives. We are pleased to report that interest in Kia at the show was exceptionally strong with a 38% increase in leads overall compared to the 2006 show. Not only were we pleased with the volume of interest shown in our brand, but also the quality of those enquiries".

Group Lotus

"Being a British company, it was important that we had a strong presence at the Motorshow to unveil the new Lotus Evora. We knew that the Evora would be a star of the show and we were delighted with the rapturous reception that it was given by the show's visitors."



What you said...

Lightning Car Company

“The British Motor Show was a tremendous success for Lightning, as the car was extremely well received by both the media and public alike. Being able to launch a British designed and built car at the show was a real thrill for the entire team.”

Bentley

“The 2008 British International Motorshow proved to be a great platform for Bentley Motors to showcase our most recent addition to the product range...In addition to the expected interest in our new models, Bentley has been pleased by the continued strong interest in the rest of the model range”

SsangYong

“The 2008 British International Motor Show proved to be a great success for SsangYong with the forecast number of quality leads exceeded by some 55%... a large number of test drive bookings were also made at the which is currently keeping the SsangYong dealer network busy. All in all an excellent show”



Summary of 2008 Results Against Agreed Objectives

- Attendance target of 500,000 + visitors was not reached – the target was predicated on full manufacturer support
- 14% visitor increase with quality maintained in a difficult market – an excellent performance
- Significant progress on international press attendance and coverage
- Visitor satisfaction still very high – but the missing brands will be a major issue going forward



The Results: A great visitor experience, but...



	2008	2006
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- | | | |
|---|-----|-----|
| • I am very likely to visit again | 70% | 85% |
| • I am unsure about visiting again | 20% | |
| • I will recommend the show to friends | 83% | 93% |
| • I bought my ticket on the day | 43% | 58% |
| • The show was worse than I expected | 24% | |
| • The 2006 show was better | 37% | |
| • I am disappointed by the missing brands | 78% | |

What the Press said about the missing brands...

"The only thing dampening our enthusiasm for the British motor show is our annoyance over the car makers who won't be there. They all have their reasons, but surely Audi and BMW could have turned up? These two marques' amazing financial success is due in no small part to their ever-increasing popularity in the UK. Their absence is a slap in the face for British buyers."

Chas Hallett, Autocar editor

"Fully 20 per cent of the UK's major car importers didn't show (you're a disgrace, Audi, BMW, Rolls-Royce et al)"

Steve Copley, Autocar



What the Press said ...about the missing brands

"However, as usual, the Germans have undermined the whole thing. VW won't be there, which also means Lamborghini is staying at home. Neither will you be able to see new offerings from BMW or Audi. Porsche isn't bothering to turn up either, which, given the location, seems particularly ungrateful (how many cars have they sold to Docklands residents over the years, I wonder?). Most spiteful of all, some cold-hearted Bavarian has decided that, rather than fork out for a flatbed truck and a trayful of nibbles, Rolls-Royce will keep its lovely new Phantom Coupé holed up in deepest Sussex....Volvo and Fiat aren't coming either..."

Michael Booth, The Independent on Sunday



What our visitors said about the missing brands....

“I am very disappointed. Their non-attendance seems arrogant. Their reputation in my eyes has been tarnished”

“I was in the process of making my final decision about buying my new car. It was a major issue for myself...The presence of ALL major manufactures would be a major factor in deciding whether I attend again or not.”

“If a manufacturer wants to sell his brand in this country he should be made to be here,they don't need to spend so much, they just need to be here”

“Utterly disappointed, especially with (VM). I am a (VM) fanatic, but shall not be buying another. If they cannot be bothered, then I will take my money elsewhere !!!!!”

“Shame on them – I am now less likely to buy from them.”

“Devalues the whole show & makes you question whether to visit next time.”

“I imagine they did not show up due to their lack of eco cars, as most other manufacturers had eco versions of their cars.”



What our visitors said about the missing brands....

“I feel extremely annoyed with them so much that I am thinking twice about buying one of these makes when I change my car in the next 6 months. Perhaps they are feeling rather complacent nowadays, if so I feel we should be letting them know its easier to loose my business that gain it.”

“I was in the process of making my final decision about buying my new car. It was a major issue for myself that several of the brands/models I was interested in were not represented at the show. The presence of ALL major manufactures at future shows would be a major factor in deciding whether I attended or not.”

“I believe these companies snubbed the British consumers – to which I'm now purchasing a Vauxhall Insigna rather than a (VM brand)”

“I feel contempt. Most of these brands are highly successful in the UK and they have shown contempt to British buyers - it is offensive.”

“If I had known so many were missing I would not have attended the show.”



What our visitors said about the missing brands....

“I’ve got a (VM) at the moment and that would have encouraged brand loyalty, but now I’m thinking if they can’t be bothered to meet their customers...”

“I don’t know how The British Motor Show had the nerve to go ahead with at least 50% of the worlds brands missing.”

“I feel extremely disappointed seeing as we (the British) are some of their biggest markets...using the Goodwood Festival of Speed doesn't wash!”

“I wanted to use the show to compare cars; the fact that (VMs) were not here robbed me of this chance and to be honest makes me feel less inclined to support them if they can’t be bothered to support our Motor Show.”

“I have had 2 new (VMs) but spent a lot of time talking to staff on the Bentley stand and have since had a test drive and am now considering purchasing one as my next new car. Maybe had (VM) been there I would of been talked into purchasing their new car instead.”



Looking Towards to 2010 and Beyond

- The British Motor Show continues to grow in stature and attendance, against the trend of established International Motor Shows generally
- The British Motor Show has solid foundations on which to build.
- You have a Motor Show format which is unique in the world, and widely admired by the UK and International Press
- London is a truly global capital, and the UK is one of the strongest, and most open, car markets in Europe
- ExCeL's Phase 2 will be ready – an extra 30,000 sqm and the arguably the best exhibition facilities in Europe
- We can deliver you a magnificent show in 2010, but we need earlier confirmation of exhibitor support and full manufacturer participation.
- Full VM support does not need to mean huge stands and huge budgets – as has been clearly demonstrated by a number of VMs this year.

BUT



A Difficult Economic Climate

- We recognise that the current commercial climate is extremely challenging which in turn makes early long term commitments for 2010 potentially extremely difficult for VMs
- Equally, VMs can recognise the issues for IMIE and for BIMS itself in delayed confirmation, which undermines momentum and collective market confidence, and creates unmanageable commercial risks for IMIE.



An Elegant Solution

- An option exists to defer the next edition of BIMS until July 2011, and running biennially thereafter.
- Potentially much better economic climate, and more prospect of full VM backing
- This option also solves the problem of the prospective tenancy clash with the Olympics in 2012
- The prospective launch of the London Sexy Green Motor Show, in partnership with Eden Project will deliver the industry a high profile, high ROI, very low-cost event next spring.
- A VM mandate to deliver Sexy Green Motor Show in 2009 will allow IMIE to keep its core Motor Show team in place whilst manufacturers determine their collective commitment to the future of BIMS, either in 2010 or 2011.
- We ask that the VMs consider the Sexy Green Motor Show project positively, but purely on its merits.



In Conclusion

- We have kept faith with all our exhibitors, maintained our budgets and delivered an excellent Motor Show in 2008, despite hugely challenging market conditions
- Our team remains totally committed to its partnership with the industry, and to delivering an even better show in either 2010 or 2011, whichever option the VMs collectively endorse.
- In turn , we would ask you to collectively embrace the Sexy Green Motor Show launch for May 2009 – a very strong exhibition concept for a difficult economic climate – and so ensure the experience, contacts and market knowledge of the core Motor Show team can be fully retained and kept active in the market

