

## SMMT PARTNERSHIP OPPORTUNITIES

Partnership, speaking, exhibition and advertising opportunities with the UK's largest automotive trade association



THE SOCIETY OF MOTOR MANUFACTURERS AND TRADERS LIMITED

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# ABOUT SMMT

The Society of Motor Manufacturers and Traders (SMMT) is one of the largest and most influential trade associations in the UK. It supports the interests of the UK automotive industry at home and abroad, promoting a united position to government, stakeholders and the media. Today, SMMT represents c900 automotive companies giving strength to one of the UK's most significant industries.

## About the UK Automotive Industry

UK Automotive is a vital part of the British economy, with manufacturing contributing £67 billion turnover, £14 billion value added, and typically investing around £3 billion each year in R&D. We account for 10% of total UK goods exports to more than 150 countries, generating £77 billion of trade. More than 25 manufacturers build over 70 models of vehicles in Britain, plus an array of specialist small volume manufacturers, supported by some 5,000 supply chain businesses and highly skilled engineers. The industry employs around 780,000 people employed across the UK – with wages around 14% higher than the UK average – and supports jobs in other key sectors such as advertising, finance and logistics.

## SMMT EVENTS

### Who Attends?

SMMT events attract senior executives from across the breadth of the industry, including vehicle manufacturers, component manufacturers and the aftermarket, as well as policy makers and the media.

At our major events such as the SMMT Annual Dinner we would expect more than 25 vehicle manufacturer brands to attend.



## Media Coverage

The SMMT Automotive Summit 2022 generated 140+ pieces of coverage across all media with 30million+ audience reach. 31 articles in national print and online, including incl. *Bloomberg*, *CityAM*, *Express*, *Mail*, *Daily Mirror*, *Daily Telegraph*, *Express*, *Financial Times*, *The Guardian*, *The Independent*, *The I*, *Reuters* and *The Times*



# COMMERCIAL OPPORTUNITIES



Our partnership packages provide the opportunity to:

- reinforce your brand profile with the automotive industry;
- position your organisation as a thought leader on key industry issues;
- build relationships with senior level automotive executives;
- engage with key stakeholders including policy-makers and the media.

## Our Approach

- We are keen to work with partners who bring added-value in terms of thought leadership.
- SMMT values long-term relationships with supporters and will initially offer opportunities to incumbent partners.
- First and foremost, SMMT represents its members. All commercial opportunities take this into account.
- We are happy to tailor packages to meet your specific requirements, to discuss discounts for packages across multiple opportunities.
- SMMT does not place advertising directly on its website.

Major Events	Brand/ Partnership	Thought Leadership	Networking	Exhibition
SMMT Connected 14 March	▪	▪	▪	▪
SMMT Test Day 23 May	▪		▪	
SMMT Regional Forum 4 June	▪	▪	▪	▪
SMMT Meet the Buyer 3 October	▪	▪	▪	▪
SMMT International Automotive Summit 25 June	▪	▪	▪	▪
SMMT Global Trade Conference TBC	▪	▪	▪	
SMMT Annual Dinner 26 November	▪		▪	

International Events	Brand/ Partnership	Exhibition	Networking
<b>SMMT Electrified Week (International Events)</b> Networking with senior individuals on EV and international markets	•		•
UAE	▪	▪	▪
Vietnam	▪	▪	▪
Slovakia	▪	▪	▪
Germany	▪	▪	▪

**Trade missions** are organised throughout the year.

To discuss these opportunities and any markets of interest please contact: [international@smmt.co.uk](mailto:international@smmt.co.uk)

## WEBINARS

	Brand/ Partnership	Participation
SMMT International Webinar Series	•	<i>Enquire for details</i>
SMMT Member Services Webinar Series	•	<i>Enquire for details</i>

## REPORTS

	Brand/ Partnership	Participation
SMMT Electrified Publication, Q1	•	<i>Enquire for details</i>
SMMT UK Automotive Competitiveness Review, Q2	•	<i>Enquire for details</i>
SMMT UK Automotive Sustainability Report, Q3	•	<i>Enquire for details</i>
SMMT Global Trade Report, Q4	•	<i>Enquire for details</i>

## NETWORKING EVENTS

	Brand/ Partnership	Networking
SMMT Parliamentary Receptions, Q2 and Q4	•	•
SMMT In-House Lawyers' Seminar, Q4	•	•

For information about these and other partnership opportunities, and details of the packages available, please contact [partnerships@smmt.co.uk](mailto:partnerships@smmt.co.uk).