

“We exhibited at the launch Automechanika Birmingham show last year and we will most definitely be exhibiting again”

Bruno Jouan, CEO, VTL Group

“The VTL Group are suppliers, specialising in the design, development, prototyping and manufacture of high specification precision components and sub-assemblies for automotive powertrain applications.

As a supplier to OEMs and automotive tier ones, we were attracted to the show due to its reputation as the UK’s largest automotive show and its new supply chain element which historically, the Automechanika brand was not recognised for.

**The show not only provided VTL with the elevated brand exposure we aimed for with our existing customer base, but we also gained considerable footfall through our stand and the quality of leads were high, resulting in several new leads, which we are actively pursuing.**

As SMMT members, we benefited from not only discounted exhibition space but were also provided with the opportunity to showcase our latest machined aluminium engine component at the Best of British Manufacturing stand.

**VTL would certainly recommend that other supply chain companies exhibit at the 2017 show, which will be even bigger and better than last year’s.**

For us, we are particularly looking forward to the dedicated supply chain zone which will prove invaluable to us in providing quality leads that we can take home and develop into new business relationships going forward.”



**VTL**  
GROUP

#### ABOUT VTL

VTL is an automotive precision engineering company with facilities in Europe, North America and India. Specialising in the design, development, prototyping and manufacture of high specification precision components and sub-assemblies for automotive powertrain applications, VTL supply into leading OEM’s as well as automotive tier ones from a number of global world-class facilities employing over 370 people.



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For more information on exhibiting, email: [Automechanika-Birmingham@smt.co.uk](mailto:Automechanika-Birmingham@smt.co.uk)