

'Biggest And Best' Show Planned For Silverstone 2015

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The organisers of the 2015 *Fleet World* Fleet Show, sponsored by Barclaycard in association with TMC, have confirmed the event will be the biggest and best so far with more exhibitors than ever before.

Six months before the 2015 Show, virtually all of the exhibitors at the 2014 Show have confirmed that they will be attending again in 2015. And with more than a dozen new exhibitors - from vehicle manufacturers, leasing companies and fleet service providers - already signed up for the event on Tuesday, May 12 the Show is already certain to be the biggest yet.

The 2015 Fleet Show, which is again being held at the world-famous Silverstone Grand Prix Circuit in Northamptonshire, will include a huge array of features of interest for fleet decision-makers and looks set to build on the record number of high quality visitors this year.

There will be test driving of more new cars than ever before on three circuits and a road route, with special emphasis on electric and hybrid powered vehicles. Organisers are expecting test drives to increase by 20% over this year's Show, which itself featured a record number of drives.

Organisers have also confirmed that the programme of fleet management workshops, which was run by actively serving fleet managers and which proved immensely popular at the 2014 Show, will be repeated.

This year saw several new-look workshop-style sessions, tackling fleet policy, risk management, driver training and environmental management. These were a radical change from the seminar programme of previous years and were aimed at stimulating discussion on key fleet management topics.

On top of these training sessions, the 2015 Show will also feature for the first time a new programme of workshops of special interest to leasing company executives.

Following a record attendance this year, which was up 40% on 2013, the event drew a wide range of tributes, with plaudits pouring in from vehicle manufacturers, leasing companies and fleet service providers, many describing it as for the 'most successful Fleet Show ever'.

Show organiser, Jerry Ramsdale, said: "Our challenge is to build on the success of our record event this year to create something bigger and better still for 2015.

"We believe we are already well on the way to doing just that, with more exhibitors already signed up for the 2015 Show than this time last year, and 12 new exhibitors confirming they will be in attendance.

"We were delighted with the quality of the audience this year, with many fleet decision-makers realising that the Show offered the perfect balance between test driving, exhibition, conference and networking to justify a full day out. We believe that next year's Show will again offer this same, fantastic full-day experience," he said.

As before, the 2015 show will feature an indoor exhibition in halls 1-3 of the state-of-the-art Silverstone Wing, with a wide array of exhibitors demonstrating some of the latest developments, products and services in the fleet arena.

This will provide show visitors with the chance to hold face-to-face meetings and network with exhibitors and other visitors alike.

For more details of the *Fleet World* Fleet Show 2015, sponsored by Barclaycard in association with TMC, please visit <http://www.thefleetshow.co.uk/> or phone 01727 739160.

Notes to Editors

Fleet World magazine is the UK's leading fleet management title, with an average monthly circulation of 17,985 copies (Jan-Dec 2013, ABC).

Edited by fleet industry expert Steve Moody, *Fleet World* is aimed specifically at senior-level fleet decision makers, offering valuable insight into the key issues facing the fleet industry.

The magazine also provides advice and guidance in areas such as fleet finance, safety, taxation and

legislation, as well as purchasing, disposal, environmental management and fleet operation - advice that could save readers thousands of pounds annually and improve the efficiency of their fleets.

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