



Get on board.

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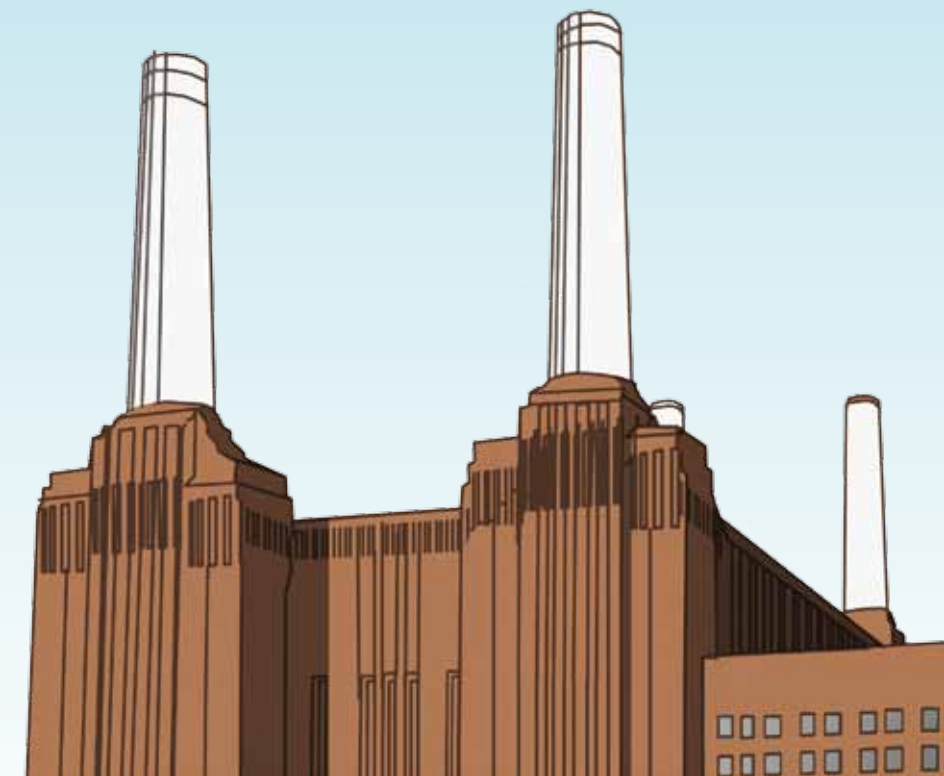
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8 – 11 SEPTEMBER 2011
Battersea Power Station, London





Welcome to EcoVelocity – a dynamic festival of motoring packed with the very latest no-compromise, hi-tech and ultra-low-carbon vehicles.

“EcoVelocity promises to be a great show and Battersea is an iconic venue. We’ve got the perfect range of vehicles for this event ranging from low emission mainstream products such as the new C4, through to our all electric (and congestion charge exempt) C-Zero.’ I think that EcoVelocity will demonstrate to members of the public that being ‘green’, when it comes to driving, does not mean you can’t still have a lot of fun. So more than anything, I’m looking forward to changing a few perceptions.”

Citroën

Motoring is changing

As consumers are being increasingly encouraged to make the shift towards zero-emission cars, Metro is proud to bring you Britain’s first exhibition of exclusively ultra-low-carbon vehicles. Set in the stunning grounds of Battersea Power Station, this outdoor motoring event will bring to life a new world of motoring for prospective buyers that are keen to experience the latest in eco-transport.

We would like to invite you to participate.

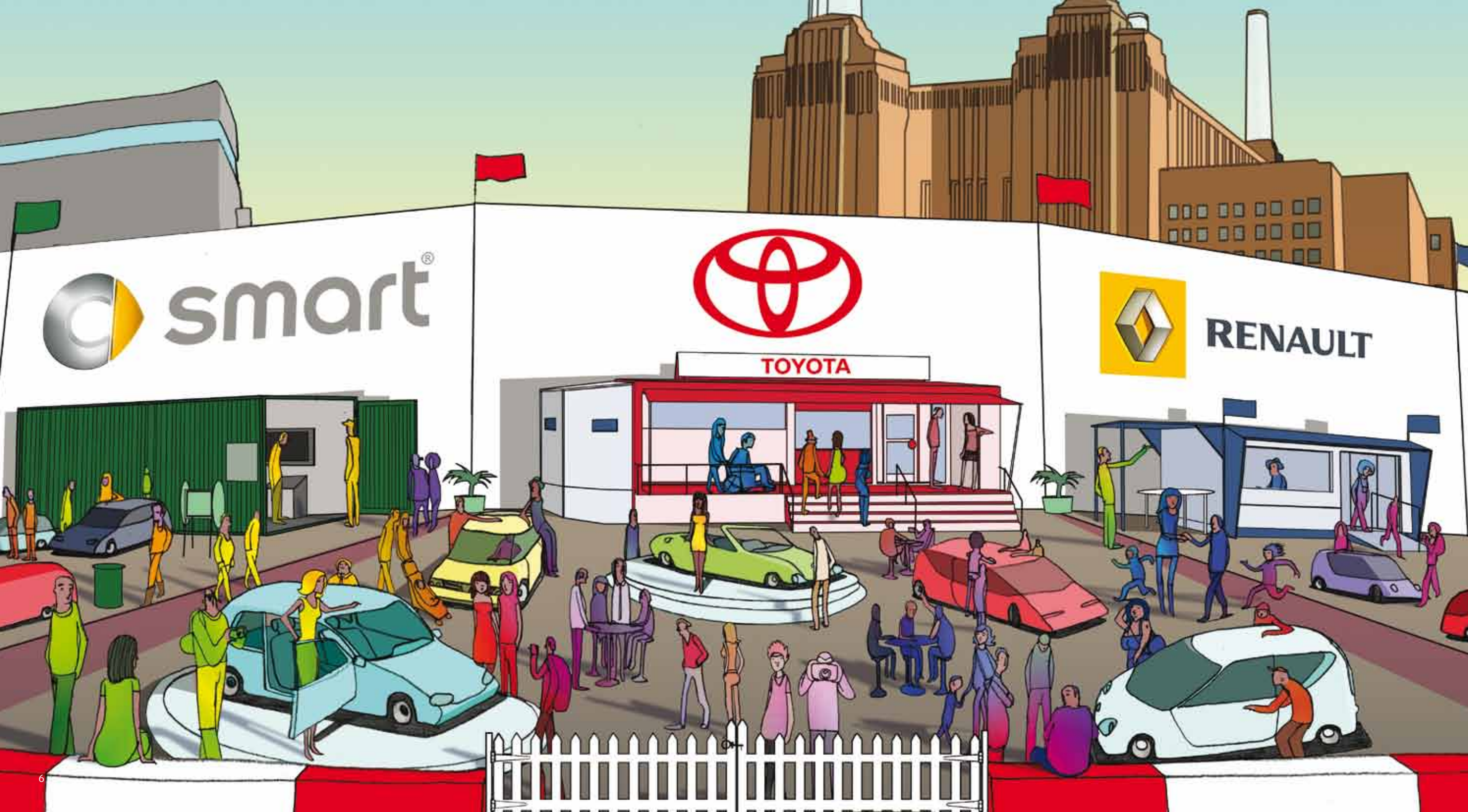
EcoVelocity will help to jump-start vehicle sales in this fledgling sector and is timed to capitalise on the government’s new low-carbon vehicle initiatives, including the Greener Vehicle discount scheme, Plugged-in Places and Source London. The event embodies the industry PR and marketing



stance towards efficiency with style and performance – or more poke, less smoke.

In the absence of the British Motor Show in 2011, EcoVelocity will be the most important and unmissable motoring event of the year.





“These are tumultuous times for the motoring industry, with manufacturers and motorists alike having to deal with issues such as pollution, congestion and soaring fuel costs like never before. And yet we continue to need cars and, indeed, to like cars, even in our crowded cities. That’s why Metro is proud to throw its weight behind EcoVelocity, with its focus on ultra-low carbon motoring. The public’s perceptions of new-tech motoring are changing - with EcoVelocity we aim to change those perceptions quickly.” **Kenny Campbell, Editor, Metro**

The team – a powerful combination

EcoVelocity is being organised by IMIE - the company behind the British International Motor Show - and Metro, Britain’s number - one national newspaper for Urbanites.

IMIE is a hugely experienced consumer-exhibition company and highly respected by the automotive industry. It is uniquely placed to understand how to organise and promote an exciting and successful new motoring event. You can be guaranteed a distinctive and captivating event as well as a captive audience.

Metro attracts Urbanites - who are between 18 and 44 years old, work full time, are cash rich but time poor as well as forward thinkers and early adopters. These are just the kind of person who would consider buying a low-carbon vehicle.



“Mitsubishi Motors in the UK are looking forward to joining Britain’s debut ultra-low carbon vehicle event at the iconic Battersea Power Station in September 2011. ‘EcoVelocity’ is born nine months after the UK importers’ very own historical debut: being the first manufacturer to sell a pure electric vehicle, the Mitsubishi i-MiEV, in the UK retail market. The opportunity to further showcase this class-leading Mitsubishi model will enable EcoVelocity visitors to enjoy a pure electric driving experience like no other.” **Mitsubishi**

The where and when

EcoVelocity 2011 is a four-day event that runs from Thursday 8 September to Sunday 11 September. The auspicious What Car? Annual Green Awards will mark the start of the event, with the winners of each category celebrated throughout EcoVelocity.

Taking place just after the peak summer holiday season, the timing will be perfect for an outdoor motoring event. Its relatively limited open period will ensure considerably lower participation costs and reduced business-resource impact.

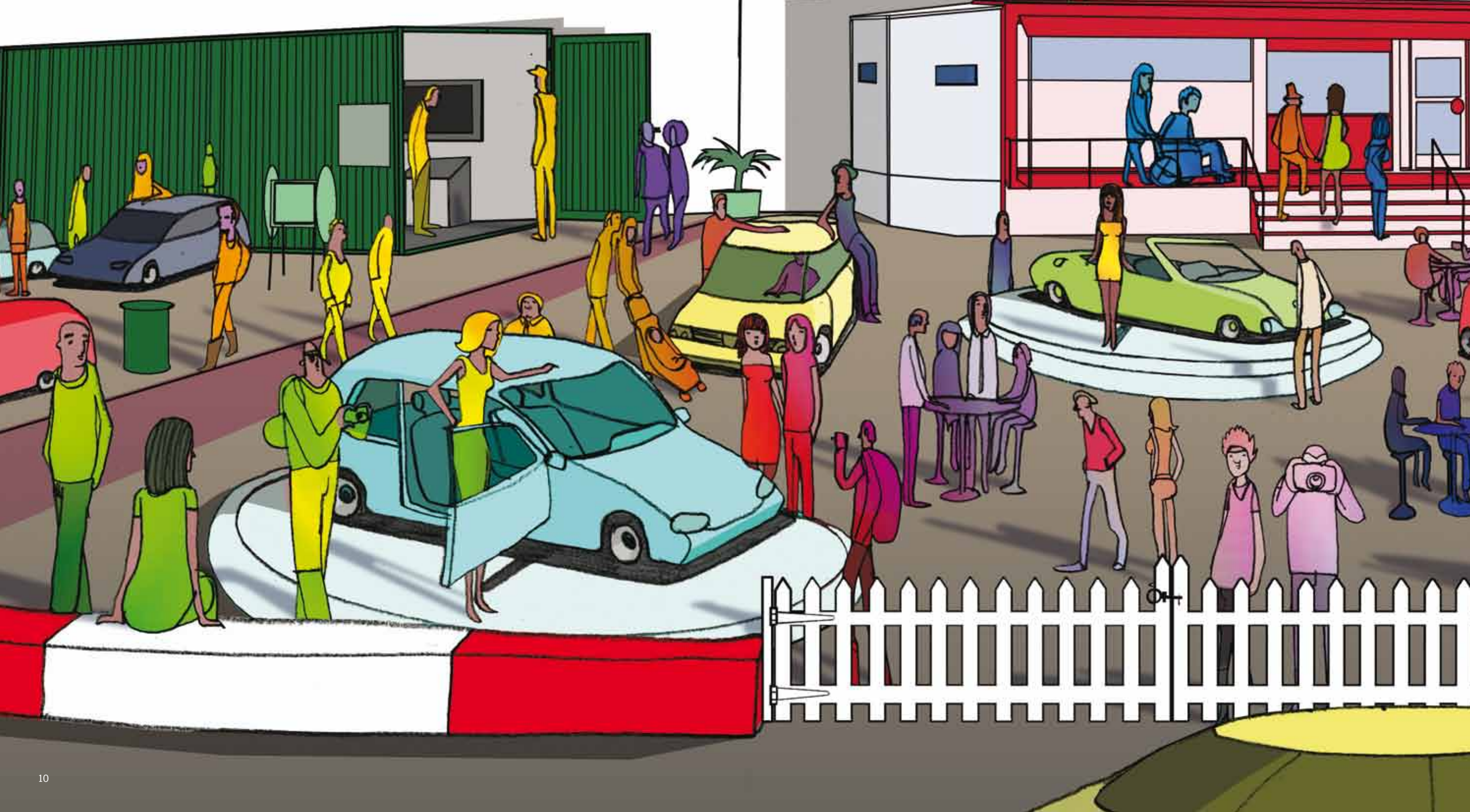
We expect around 30,000 visitors over four days, with each visitor making a positive choice to attend EcoVelocity. Ticket prices will be very reasonable to encourage family audiences to attend.



EcoVelocity will be launched in London, where the need and demand for low-carbon cars is most acute. Battersea Power Station, where the event will be held, is one of the most iconic sights on London’s skyline. Its central west London location makes it really easy to reach by public transport, with mainline stations only a few minutes walk away.

The outdoor space lends itself extremely well to a host of experiential driving and entertainment activities, which will ensure visitors are occupied all day. A visitor attraction in its own right, an event at Battersea Power Station is also a PR dream.





“EcoVelocity is set to be a truly unique event in the green car calendar and arrives at a time when making the most out of every drop of fuel is at the forefront of buyers’ minds.

Volkswagen’s goal is to show people that “being green” isn’t an all or nothing decision anymore. We created BlueMotion Technologies to maximise the efficiency of our vehicles and offer a range of cars which remain practical, stylish, safe, comfortable as well as conventional to drive, service and maintain. With the Golf and Polo BlueMotion now being exempt from the Congestion Charge and Road Tax, there has never been a better time to showcase these exciting technologies at such an iconic landmark.” **Volkswagen**



The visitor experience - a great day out

At Ecovelocity 2011 you would be right in expecting to see the latest range of eco cars. But there will be much more on offer.

Visitors will be able to test drive cars around the grounds of Battersea Power Station and there will be two driving tracks for 6-11 and 11-16 year olds.

With all that motoring adrenalin, people will be hungry and thirsty, so plenty of quality food and drink concessions will be there too. We’re creating a memorable day out for the entire family.



The WhatCar? Catwalk will be a spectacular celebration of every car on show. The Supercar Paddock feature the latest eco-supercars, proving that green doesn’t mean slow or boring. In addition there will be more interactive areas like the Eco-Lab, giving visitors the chance to understand this new technology, and the Urban Zone – an area reflecting the vibrancy of our cities.

“There’s never been more demand for lower costing low-carbon vehicles, and What Car? is delighted to be one of the founding partners of EcoVelocity. It breaks into exciting new ground as an automotive event and we’re looking forward to hosting the What Car? Green Awards there in 2011.”

Steve Fowler – Editor-in-Chief, What Car?



Some mighty marketing

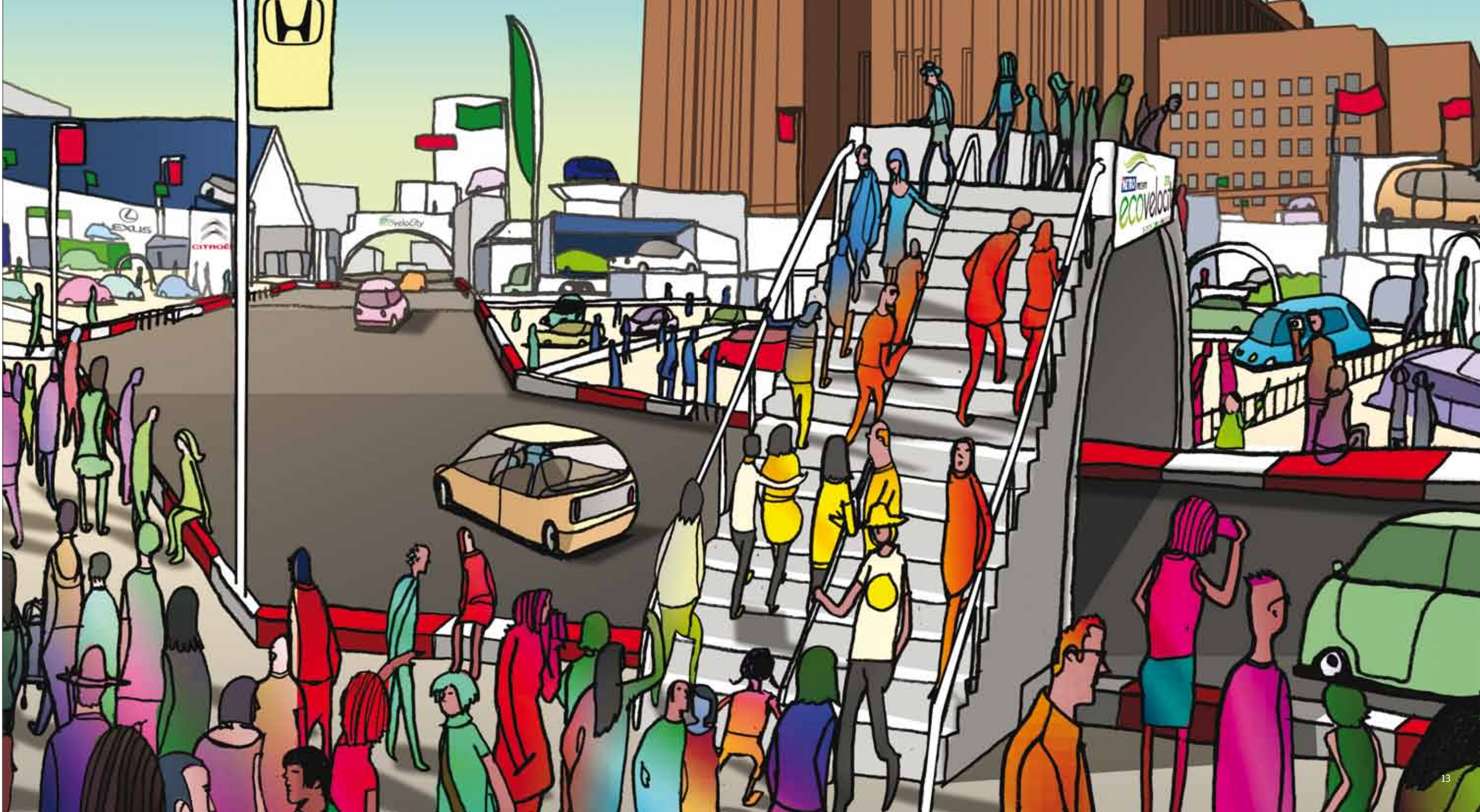
To drive large quantities of people to the event, Metro will be providing a heavyweight campaign inclusive of both editorial and advertising. Regular editorial coverage, before and during the show, will run in the paper and on Metro.co.uk. The in-paper and online advertising campaign will kick off with a coverwrap in May 2011. An extensive social media campaign is also being launched.

Our founder partners at What Car? magazine will also be throwing their weight behind EcoVelocity an extensive advertising, editorial and an at-show feature campaign.



WHATCAR?

EcoVelocity is guaranteed to become a massive press and PR magnet, raising the profile of best-in-class brands and products – an opportunity not to be missed. We will also be working with key London authorities who will be providing marketing and logistical support.





“EcoVelocity launches at the perfect time for Vauxhall to showcase it’s eagerly anticipated Ampera Extended Range Electric Vehicle. We will also be demonstrating our market-leading models from the Vauxhall ecoFLEX range, which particularly suits this cleverly-conceived low-carbon event, with Battersea Power Station’s stunning backdrop adding to the overall visitor appeal” **Vauxhall**

Getting involved

EcoVelocity has a low-cost participation philosophy to minimise investment and maximise ROI. Exhibition spaces are capped at sensible sizes to maintain a level playing field for all exhibitors. The venue makes it easy for exhibitors to use existing outdoor exhibition units, avoiding bespoke stand builds.

Various packages are available - all of which include space at the event, advertising in the show programme, advertising in Metro and What Car? magazine and a range of online advertising options.

Sponsorship opportunities are also available for title, track and fashion shows. We also offer bespoke creative solutions to suit your specific requirements.

EcoVelocity is set to be an exceptional event which requires exceptional brands' participation. The automotive industry has shown its support for the event and many brands have already signed up. Now is the time to get involved and be an integral part of this landmark event.

