



FLEETS RUSH TO SIGN UP FOR CCIA 2017

Hundreds of fleets reserve place at UK's biggest ride'n'drive event on **June 13-14**

Hundreds of fleet operators have already contacted *Fleet News* to reserve their place at Company Car in Action as details of the latest first drives on offer are revealed.

Registrations are already ahead of the same period last year with eight weeks to go before the roads open at the UK's leading drive and decide event.

Company Car in Action is held at Millbrook Proving Ground, Bedford-

shire, where fleets have exclusive access to a private circuit purpose-built for vehicle testing.

Fleet decision-makers will have access to four test routes designed specifically to show the real-world strengths of the cars on offer.

The routes are a testing city circuit, high-speed oval, a challenging hill route and off-road course.

Each is designed to leave a lasting impression, so fleet managers can get under the skin of each car and deliver a reliable and expert verdict to their employers on each model's relative merits. Managers have the additional benefit that models have been tested in conditions that reflect the real world, not a racetrack.

The major manufacturers who dominate vehicle choice lists are represented in the metal and in the flesh at CCIA, with expert advisors on hand to answer fleets' in-depth questions.

Chris Lester, CCIA event director, said: "Product knowledge will be essential in the coming years as companies review their choice lists in the light of changes in taxation, legislation and the country's new role in Europe."

"Company Car in Action is a great investment to access a wealth of knowledge in a single day."

To register for your free place at CCIA visit the event website: www.companycarinaction.co.uk

"A must-attend event where you can compare models from different manufacturers and get information from knowledgeable staff"

Colin Oliver, fleet operations manager, PricewaterhouseCoopers

Latest models expand fleets' test drive choices



FORD

Ford is planning seven CCIA debuts in its line-up of 18 models in a show of strength at this year's event. Models include the new Zetec edition of the best-selling Focus. The Focus is also available in new ST-Line specification along with the Mondeo.

A key update to reflect the needs of commercial vehicle drivers is the automatic version of the Transit, which will be available to test in three versions.

The Ford line-up will also include other key models including the Kuga, Edge, S-Max, Ranger and Connect.



PSA GROUP

The all-new Peugeot 3008 SUV will take pride of place on the Peugeot stand at this year's CCIA. It recently won the Car of the Year 2017 title, awarded by a judging panel of 58 European journalists and this will be a key opportunity for fleet managers to test drive the unique Peugeot i-Cockpit driving environment, which has been praised by judges and drivers alike. Also on show will be the new Citroën C3 supermini, which includes a fully-integrated camera behind the rear-view mirror, which can be used to capture video footage in the event of an incident.



RENAULT

The Renault Captur will be the star of the stand following its unveiling at the Geneva motor show. Already Europe's best-selling urban crossover, with sales of more than 215,000 across Europe last year, the styling is now more distinctive and it features new technologies, including blind-spot warning and hands-free parking. Other models on show that are helping to reshape the brand are the all-new Renault Koleos, Kadjar and all-new Megane Sport Tourer. Following a series of new launches, Renault now claims to have one of the youngest model line-ups in Europe.



SUZUKI

Suzuki is showing that it means business in fleet by making its debut at Company Car in Action. The full range will be on show for the first time at the event, backed by the senior fleet team from Suzuki.

The Swift supermini will have its fleet debut at the event, flanked by the Baleno, Celerio, Ignis, S-Cross and Vitara, one of the founders of the SUV trend now sweeping the market. Industry experts on the stand include Graeme Jenkins, head of fleet, and Lee Giddings, contract hire and leasing manager, both of whom joined Suzuki this year.



VOLKSWAGEN

The world's biggest car manufacturer will be encompassing the past, present and future on its stand with its range of best-selling models.

The Golf GTI has a rich history as an iconic brand that has defined sporting excellence for generations and decision-makers will be able to experience why on the test routes at the Millbrook ground. The future of motoring will also be on the stand in the shape of plug-in hybrid versions of the Golf and Passat that combine performance and efficiency. The stand will also host the CCIA debut of the Tiguan R Line.

Debate the future

Fleets can join their colleagues in the industry to consider the most pressing issues they face at the CCIA Debate Zone.

This year, industry experts will be considering two key issues:

Fuel choices - taking fleets beyond diesel

Technology and safety - managing connected cars and autonomy

The engaging discussions will provide a value-added element for fleets during their visit and are timed to provide the maximum benefit while leaving plenty of time for taking test drives during the day.

EV/Hybrid Review Zone

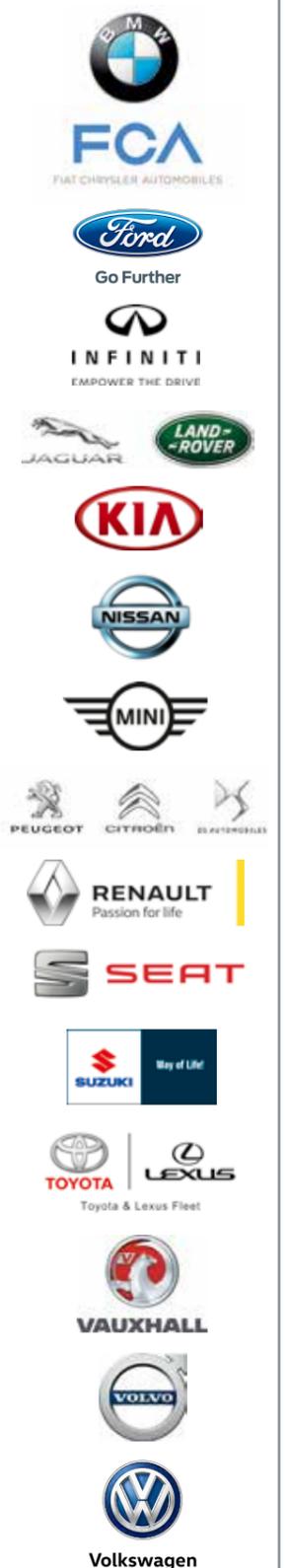
Decision-makers will be briefed on the key models that will be arriving on their fleet in the coming years at the EV/Hybrid Review Zone.

Experts will be on hand to provide information and advice about the shift to new technologies.



Artist's impression

Brands on test



DON'T MISS OUT. REGISTER TO SECURE YOUR PLACE AT COMPANY CAR IN ACTION TODAY AT WWW.COMPANYCARINACTION.CO.UK