

FLAG

Roadtest the finest auction,
remarketing and trade
hospitality facility in the UK



The Fleet Auction Group
Setting standards to lead the industry



Innovative remarketing and unrivalled service

The Fleet Auction Group (FLAG) was formed in 2000 with the aim of becoming the UK's first 'Trade Only' vehicle auction centre. Ideally located in the centre of the UK we have created the first purpose-designed and built, multi-auction, de-fleet, refurbishment, training and hospitality centre for the automotive industry.

Our unique philosophy is based solely on a Business-to-Business strategy, bringing together fleet vendors and trade buyers in a strictly professionals-only environment. This environment benefits our trade buyers and crucially, protects vendors from the current risks associated with selling directly to the general public.

This unique ethical trading stance ensures onward traceability and accountability for every vehicle sold: we are the only Auction company that operates a strictly 'Trade Only' policy. We do not accept cash payments and all our trade buyers hold a valid VAT registration number and a verified bank account.

Our results driven philosophy ensures that the Fleets we partner achieve consistently high residual values, high conversion rates and a fast return of net funds.

The Fleet Auction Group WILL increase your residual values, improve your conversion rates and deliver a higher level of sustainable service than you may currently be enjoying or may have experienced in the past.

Business at The Fleet Auction Group is always customer-results driven. The CEO and Operations Director can be found on the rostrum auctioneering every week, leading from the front and ensuring that every effort is made to maximise returns and deliver results. That's passion; that's commitment; and it's all included in the highly competitive cost.

Prices achieved, conversion rates, pre-sale preparation and marketing, post-sale reporting, payments, customer service: it doesn't matter which aspect of The Fleet Auction Group you look at, you'll find unparalleled results and service.

And to prove a point, why not take advantage of our no-obligation benchmarking offer and witness our results and service for yourself. Only then can you fully appreciate why scores of other major fleets and manufacturers entrust us with their remarketing requirements.

"At The Fleet Auction Group we have an exceptional team with excellent facilities and a business ethos driven by our customers results."

Andrew Walker, FIMI
Chief Executive Officer



This is The Fleet Auction Group

The company was formed in 2000 and is based solely on a Business-to-Business strategy, bringing fleet vendors and trade buyers together in a strictly professionals-only environment.

Following 12 months of creating the UK's first 21st century, purpose-designed and built auction and de-fleet centre, The Fleet Auction Group Ltd commenced trading in April 2002. What was to happen over the following years was to take the UK vehicle remarketing industry by storm.

The unique commercial philosophy caught the imagination of fleet vendors and trade retailers alike, quickly establishing the company's high-profile presence in the remarketing industry.

The Fleet Auction Group is now established as one of the UK's leading vehicle auction companies spearheading change and 'Setting Standards to Lead The Industry'.



FLAG Facts

Industry leading residuals achieved every week

Purpose built 12 acre auction complex

Conveniently located in the centre of the UK

Operational 24 hours a day/7 days a week

Nationwide collection and delivery

Number plate recognition system for rapid throughput and reporting

Industry leading on-site de-fleeting, refurbishment and valeting facilities

3 fully enclosed and heated auction halls with enclosed storage for 400 vehicles

3,000 vehicle secure storage capacity

6-lane bespoke appraisal bay facility

Chameleon site facility

Dedicated sales for Cars, LCV's, LGV's and Plant

Comprehensive weekly auction programme

Corporate hospitality suites, client office facilities, training & conference suites, exceptional on-site restaurant

Dedicated Local Authority, Public Sector and 'Blue Light' Department

Dedicated WAV (Wheelchair Accessible Vehicles) Department





The Auction Complex

Our 21st century purpose designed and built remarketing complex is a venue that delivers far more than simply the sale of vehicles.

To start with, nationwide collect and inspect or delivery can be arranged and scheduled for arrival at, or departure from our premises 24/7 – a unique benefit enabling fleet vendors to maximise logistics savings.

Gate entry Number Plate Recognition systems enable rapid vehicle movement data to be relayed to the vendor client. All vehicles on site are stored in a CCTV protected gated compound monitored by our own permanent security personnel.

Once on site, the extensive and industry leading de-fleeting, appraisal, vehicle preparation and storage facilities are available to ensure vendors' vehicles are presented for sale to their best advantage.

For the ultimate auction experience, a complete chameleon site can be designed with 400 vehicles presented for pre-sale viewing in a fully enclosed area adjacent to the heated auction halls. Add to this the corporate hospitality suites, client office facilities, training & conference suites and our exceptional restaurant and catering, and it is no wonder that fleet vendors comment that our auction complex is unrivalled.

Weekly Sales Schedule



Motability sales held weekly

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	Fleet Cars	Special sales	Comm	Fleet Cars	Special sales
Week 2	Fleet Cars	Special sales	LCV/LGV/ Plant	Fleet Cars	Special sales
Week 3	Fleet Cars	Special sales	Comm	Fleet Cars	Special sales
Week 4	Fleet Cars	Special sales	LCV/LGV/ Plant	Fleet Cars	Special sales



Vehicle Valeting and appraisal

All our fleet vendors have access to a custom built, six-lane vehicle appraisal bay as part of the total remarketing service available from The Fleet Auction Group.

Located immediately behind the site security entrance, the centre is the first stop once a vehicle has arrived on site.

Our assessors use the very latest hand held PDAs to record vehicle appraisals and images as soon as they are delivered on site, with the data available within minutes of arriving thus providing real-time vehicle monitoring.

With FLAG's number plate recognition system also positioned at the entrance security point, arriving vehicles are instantly logged on to the tracking system that follows their progress from arrival on site to onward transit to the trade buyer.

FLAG also offers costed appraisals, a facility that many vendors use to give them more comprehensive details of vehicle condition when charging customers for excessive damage. These appraisals also provide more accurate valuations of vendors' vehicles when assessing reserve prices.

The appraisal bay is just one of a number of remarketing services that includes a fully equipped refurbishment centre, de-fleeting suites, extensive indoor pre-sale viewing areas and training suites fitted with the latest audio visual technology.



Conferencing, Training and Hospitality

The Fleet Auction Group is an inspirational automotive venue offering superb facilities to motor manufacturers, dealerships, fleets and associations.

Our state-of-the-art facilities represent one of the most dynamic, flexible and impressive automotive conference venues currently available in the UK.

With leading edge audio-visual, and interactive presentation systems with wireless broadband built in to each conference suite, and all the office support and catering facilities you could want, FLAG's facilities are now renowned for hosting conferences, training programmes and hospitality events.

Sales conferences, press and product launches, receptions, banquets, corporate gatherings or mini exhibitions, the flexibility offered at FLAG also allows clients the benefit of access to all other areas of our 12 acre auction complex. This includes our indoor and heated display hall capable of accommodating 400 vehicles, 3 auction halls (1 of which has a viewing gallery from the Boardroom suite), extensive on-site parking and of course, our 24 hour manned site security.

Our excellent on-site restaurant offers a multitude of catering options each tailored to every event and completes our conferencing offering.



FLAG and the Fleet Vendor

Our B to B environment also stands for Back to Basics. Traditional concepts such as customer service, professional integrity and a results driven focus are not forgotten at FLAG.

We believe that there are a number of key performance indicators by which we (and indeed our competitors) should be measured:

- Prices achieved
- Conversion rates
- Customer service levels
- Pre-sale preparation
- Pre-sale marketing
- Auctioneering services
- Post-sale reporting
- Payments

These essential elements of any remarketing agreement are the benchmark by which we are confident, and proud, to be judged. It should always be remembered that competitiveness also promotes better pricing and performance from existing suppliers.

We believe that we have the most experienced remarketing team in the UK, where even the directors of the company still take to the rostrum on a weekly basis. This 'passion' produces results, and it is results that help shape and forge beneficial, long-term client relationships.



Working in partnership

In the 21st century, ethical fleet vehicle remarketing requires more than just a supplier contractor arrangement.

Like-minded companies are at their most efficient and effective when they are working towards shared goals. This results-oriented culture is endemic to all operational areas of FLAG and one that delivers industry-leading residuals time after time.

To FLAG, partnerships mean mutual vision, effort and ultimately benefit: non-delivery of agreed objectives is not an option.

Our clients' view

Lee McCombie, Motability Operations' National Trade Sales Manager;

"The Fleet Auction Group has been one of our top remarketing partners for well over three years now, achieving some of the highest conversion rates and prices for our de-fleeted vehicles."

Ken Hunnisett, Director, Cranmer Lawrence & Co Ltd;

"Cranmer Lawrence are rightly proud to have used FLAG as a preferred auctioneer since their formation in 2002. FLAG's impeccable CSR stance affords us great comfort which, thanks to their first-class service and market-leading results, comes entirely without compromise".



Corporate Social Responsibility and Best Practice

Since our inception Corporate Social Responsibility and Best Practice/reduced risk vehicle remarketing has been at the heart of our business ethos. From day one The Fleet Auction Group adopted a business model that eliminates the ease with which motor vehicles can be acquired without due diligence on behalf of the seller.

Corporate Social Responsibility is now firmly embedded into the legal system within the UK, with precedents now calling to account private and public sector organisations alike.

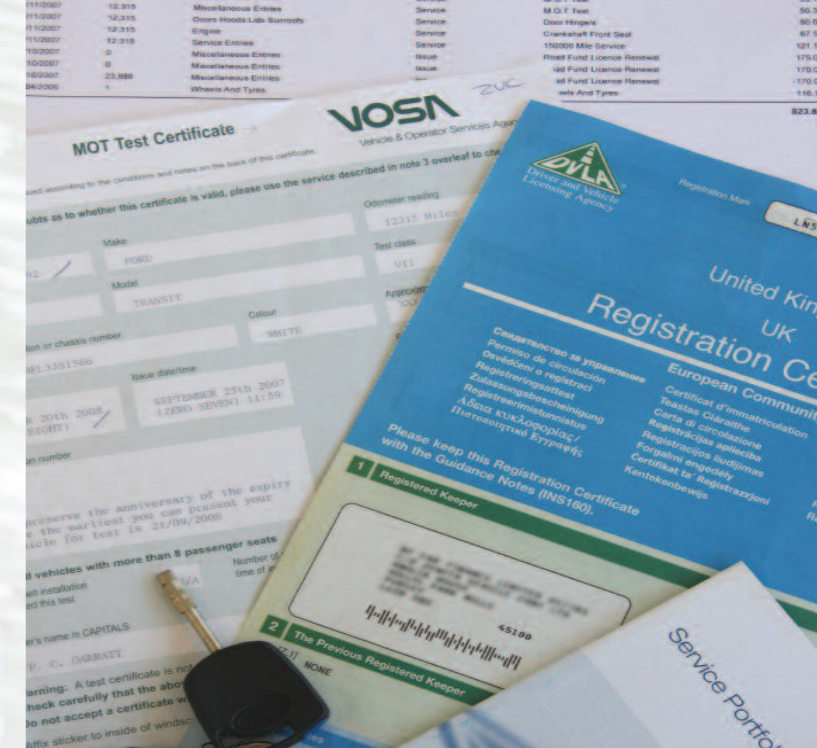
The cost of investigation into the legal ownership of motor vehicles that used in criminal or terrorist activities, in both financial and public relations terms, can be massive.

Our registered, bona fide trade-only buyers, where bank account and VAT details are mandatory, and our strictly no cash sale policies, mean that all vehicles we sell have full accountability and onward traceability, factors that are considered Best Practice by private and public sector fleet vendors alike.

We were the first vehicle remarketing company to play an active role in the national police initiative to advise large public and private sector organisations on security, counter-terrorism and crime prevention issues.

We have also been audited by the NHS Security Management Service, Ambulance Sector Counter Terrorism & Security, who commended us on our robust remarketing policies to help eliminate the threat of a blue light ex-NHS vehicle falling into the wrong hands.

When it comes to Corporate Social Responsibility and Best Practice, no vehicle remarketing company is more committed than The Fleet Auction Group.





FLAG Worldwide

Innovation has been at the heart of The Fleet Auction Group since its inception, and the creation of FLAG Worldwide builds on the company's dynamic approach to international vehicle remarketing.

Working in partnership with global vehicle shipping and logistics organisation Autohub, FLAG Worldwide is pioneering a unique on-line vehicle procurement facility offering overseas dealers the opportunity to purchase premium quality UK vehicles at UK trade prices.

The Fleet Auction Group's background of over 10 years' experience in vehicle remarketing exclusively to the motor trade, means that FLAG Worldwide understand the needs of the industry's professional dealers and their networks and is fully able to support them on a global supply scale.

FLAG Worldwide offers dealers the biggest choice of quality vehicles direct from the UK's largest fleets with known provenance and quality guaranteed.



By arranging pre-departure clearance and logistics in the UK, FLAG Worldwide also represents the fastest ever supply chain route between the UK and the receiving dealer country. This means that cars are delivered into retail showrooms and potentially sold on quicker, thereby providing a faster return on investment.

Buying cars via FLAG Worldwide could not be simpler. On the FLAG Worldwide website trade buyers can view, and buy in real time, leased cars due for imminent de-fleeting, safe in the knowledge that the vehicle they are buying will be delivered in an internationally recognised standard of ready-to-retail condition and quality.



FlagWorldwide
Setting standards to lead the industry



Protruck Auctions

In the highly competitive world of commercial vehicle remarketing The Fleet Auction Group has established itself as a well respected UK force having partnered many leading Local Authority, Utility, Public and Private sector organisations and fleets.

In line with FLAG's own long term business expansion plans the company wanted to further develop its heavy commercial and plant remarketing operations. Having seen a synergy with the commercial philosophy of Protruck Auctions, The Fleet Auction Group acquired the company in July 2012.

The multi-million pound deal was designed to create the UK's leading independent provider of re-marketing services for commercial vehicles and plant.

Over the past decade, Protruck Auctions has established itself as a key player in the re-marketing of trucks, trailers, vans and heavy plant for customers in the UK and Europe, a position that is a perfect fit with FLAG's own reputation and business ethos.

From its base in Belton near Doncaster, Protruck still provides physical onsite auctions with an online bidding facility, and standalone electronic auctions.

The acquisition has enabled The Fleet Auction Group to offer a greater breadth and depth of service by providing the infrastructure, management resource and commercial firepower to deliver more auctions, and provide even greater choice to our customers.



Awards, accolades and achievements

January 2003 The Fleet Auction Group (FLAG) is awarded the IMI's Professional Reassurance Scheme Brass Plaque

March 2004 saw The Local Authority Vehicle Pool launched, providing an innovative and unique channel for Local Authorities.

April 2004 FLAG wins Best New Business Award at the Leicestershire Business Awards.

May 2004 FLAG received a 'Highly Commended' at the Fleet News Awards for Best Disposal/Remarketing Company.

October 2004 FLAG Co-chairman Martin Betts becomes a Non-executive Director of the Institute of the Motor Industry.

April 2005 FLAG CEO Andrew Walker is honoured by Automotive Magazine's 'Rising Stars Awards' with the top accolade, the 'Chairman's Commendation Award'.



November 2005 a new 12,000 sq ft, £500k valeting and preparation centre opens at FLAG capable of processing up to 100 vehicles simultaneously.

March 2006 Motability award FLAG the 'Best Auction Site' in the UK.

November 2006 FLAG introduces Number Plate Recognition to greatly speed up vehicle processing and logistics information for fleet vendors.

March 2007 Co-Chairman Martin Betts is elected as Chairman of the Represented Member Assembly of the Institute of the Motor Industry.

July 2007 FLAG receives a 'Partnership in Employment' Award from the Royal National Institute for the Blind (RNIB) for work opportunities and training offered to visually impaired local people.



January 2008 An extensive £350k additional de-fleeting, training and customer service facility is opened at FLAG able to cater for up to 350 delegates at any one time in a multitude of bespoke suites.

April 2008 FLAG wins the Sales & Marketing Award at the Leicestershire Business Awards.

May 2008 FLAG enters into 'partnership' with Kuwaiti investment group Ijara House Holding Company and is now represented on the global stage.

September 2008 FLAG achieves both ISO 9001 (Quality standard) and ISO 14001 (Environmental standard) accreditation.

March 2009 FLAG receives its second 'Partnership in Employment' Award from the Royal National Institute for the Blind (RNIB).

April 2009 FLAG is voted a finalist in the Leicestershire Business Awards.

July 2009 Following its commitment to staff development, FLAG is presented with a certificate of achievement from the Department of Business Innovation and Skills.

April 2010 For the third year running FLAG is voted a finalist in the Leicestershire Business Awards.

July 2010 Motability, Europe's largest fleet operator, present FLAG with their prestigious 'Auction Centre of The Year' Award.

April 2011 FLAG CO-Chairman receives a Distinguished Service Award from the Institute of the Motor Industry.

June 2011 FLAG receives a 'Commended Status' in the prestigious Motability Supplier Awards.

August 2011 NHS's Ambulance Sector Counter Terrorism Security Guidelines commends FLAG's policy on ambulance decommissioning and auction disposal.

November 2011 FLAG opens a new £400k, six-lane vehicle appraisal facility at its Coalville site.

April 2012 sees the company celebrating its 10th anniversary of running quality Trade Only auctions.

July 2012 FLAG acquires Protruck Auctions Limited.

Essential reading for all Board Directors, Fleet Managers and Disposal Managers

'Sold, but to who?' examines the potential liability aspects of selling vehicles to the public via auction. Endorsements from leading industry spokespeople add weight to the powerful arguments for changes to traditional ways of working.

'The ultimate guide to risk free used vehicle disposals' offers advice and practical solutions to Local Authorities and Public Sector organisations looking to remarket plant and vehicles.

'Blue lights lift barriers' offers an alarming insight into the disposal of some blue light vehicles and their potential consequences. It demonstrates how the practices in place at FLAG remove any risks of blue light disposals thereby protecting all such vendors.

And of course our quarterly industry leading magazine 'The FLAG'

All the above publications are available free of charge from FLAG.





The Fleet Auction Group
Setting standards to lead the industry



FlagWorldwide
Setting standards to lead the industry

protruck
AUCTIONS



The Fleet Auction Group Ltd, Brindley Road, Stephenson Industrial Estate, Coalville, Leicestershire LE67 3HG
Tel. 01530 833535 Fax. 01530 813425 Email: info@fleetauctiongroup.com www.fleetauctiongroup.com

Printed on recycled paper using vegetable based inks

