



Professional Driver Services – Event Logistics – Specialist Training

MISSION STATEMENT.

“ The Veho Solutions philosophy is simple – we provide the highest standards of service in the industry. Whichever element of our business you choose to work with, our people are qualified, experienced and highly trained to deliver the best possible experience for our clients in every aspect of our business. ”

Rachel Rice, CEO

VEHO SOLUTIONS LTD.



I founded Rachel Bowen Associates in 2005 after operating in the professional driving industry for a number of years and noticing a gap in the market for a high quality event logistics provider. I knew there was a demand for qualified, experienced and highly skilled event drivers, but there was no supplier able to provide a premium solution. Since then, we have recruited and trained over 400 of the best advanced level drivers. Through dedication, hard work and passion for the business, we now have an established, loyal and committed team of drivers who we consider to be the best in the industry.

Over the last few years, I have grown and developed the company by expanding our range of services to echo the needs of our clients. In addition, we have kept at the forefront of technology by developing our own online booking and management system to support ever expanding requirements of event logistics. Taking this in to consideration, I made the decision to re-launch the company as Veho Solutions to demonstrate the sheer scope of what we are now able to offer. I am passionate about working with our customers to help develop and grow their businesses through supporting their events strategies whilst still maintaining our portfolio and reputation as the highest quality provider in the industry.

Since 2005, Veho drivers have completed over 250,000 hours of driving and delivered over 200 events for some of the world's most respected motoring brands including Rolls-Royce, BMW, Mercedes, Audi and Jaguar. We have also helped to deliver some of the UK's most prestigious events including the London 2012 Olympic Games, Champions League Final in 2011 and 2013, Frieze Art Fair and the Barclays ATP World Tour Finals since 2009.

I have a strong belief in creating an environment where exceptional standards can be achieved and this is reflected in the consistently high level of service we provide in every aspect of what we do. I believe this has been a major contributing factor in the growth of our business – almost all our business comes from word of mouth recommendation. In fact, 80% of our business is from repeat customers and partners who trust us with their brands, their customers and their vehicles.

The range of specialist services we now formally offer include the key elements of security and close protection as well as bespoke event management – two areas we know our clients have a requirement for. We can now provide customers with fully integrated logistics solutions across many areas of driving and training. I look forward to working with you during the next stage in our company's future as we continue to develop the quality and depth of our service provision.

THE VEHO SOLUTIONS TEAM.



JON DULIEU.
TRAINING & ASSESMENT
MANAGER.

Jon spent 31 years in the Metropolitan Police with driving, training and assessing at the heart of everything he did. His first class people skills and extensive experience in advanced driving now enable him to advise on and deliver the best training programs and events for Veho, including 'mystery shopping' programs, on road and on track training. He has an intrinsic understanding of the 'human aspects' of training, a key trait when working with clients from different backgrounds and industries. All drivers wishing to work with Veho must have a recently obtained Advanced Driving Qualification or be assessed by Jon.



PAUL RICE
OPERATIONS MANAGER.

After over 20 years in the Police Force in areas such as close protection and involvement in events such as the G20 and Pope Benedict's visit, Paul now advises on and manages the delivery and logistics of Veho events. His extensive training in security and protection driving and work with Royalty, Governments and foreign dignitaries make him perfectly qualified for this role. With the key aims of security, confidentiality and faultless delivery, he helps deliver seamless events for large premium brands all over the world. In addition, Paul is the preferred driver of many high profile clients and CEOs.



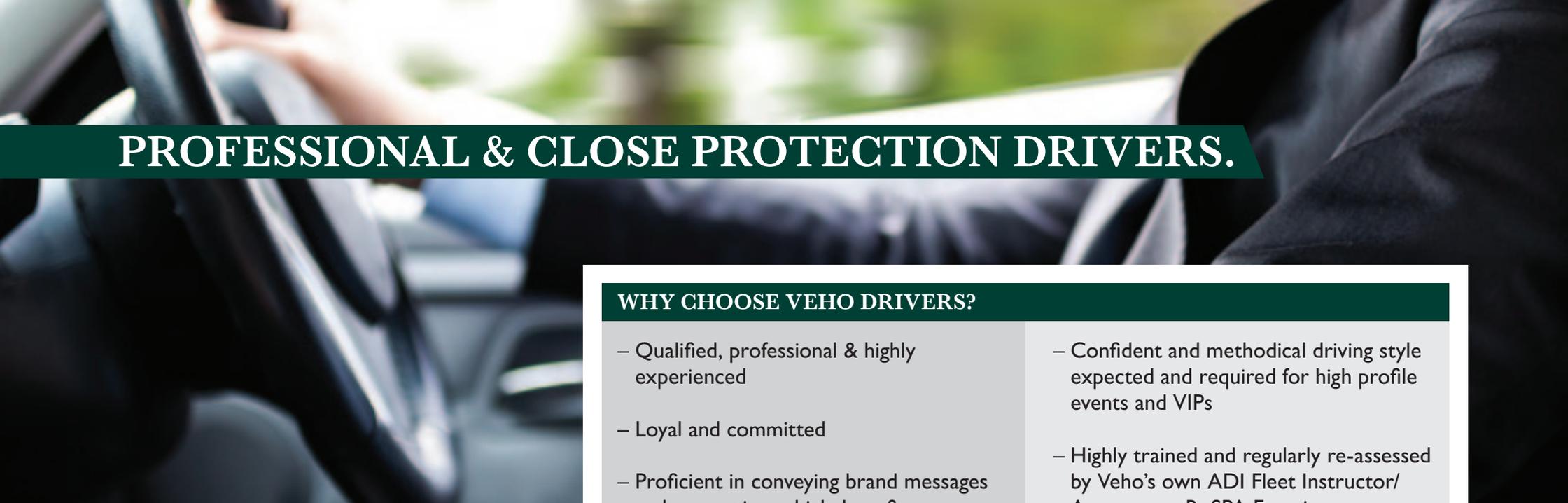
DAN RALEVIC.
DRIVER CO-ORDINATOR.

Dan has wide-ranging experience in decision-making and conflict management in high pressure, hostile and sometimes life threatening situations. Having been involved in a large number of high profile public order events in London, he understands the need for clear and concise communication in demanding environments, especially those in which VIPs and high – risk clients are being protected. Dan is both highly professional and extremely adaptable. His role is central to any Veho job and is absolutely essential to delivering seamless events efficiently and effectively.



MARIO SWAN.
DRIVER.

Mario retired in June 2012 after 30 years in the Metropolitan Police Service, including over 20 years experience in Covert Surveillance. He has extensive driving experience and is trained in Fast Car Surveillance, Advanced Counter Terrorism Surveillance and Evasive Driving. He speaks both French and Spanish, making him an ideal driver for international events such as the London 2012 Olympic Games where he drove high profile VIPs and sponsors. Adept at working long hours with complex schedules, he is passionate about providing a high level of customer service and about the premium automotive brands he drives.



PROFESSIONAL & CLOSE PROTECTION DRIVERS.

SINCE 2005, VEHO HAS BEEN PROVIDING PROFESSIONAL DRIVER SERVICES TO CLIENTS IN THE UK AND AROUND THE WORLD.

Since then, over 250,000 hours of driving have been completed by the team.

Veho has an enviable team of 400 professional drivers who are some of the most highly experienced, skilled and qualified drivers available in the industry.

The team consists of primarily former Police and Military personnel who have all passed one of the following or equivalent as a minimum requirement: Police Advanced Driving Course – Class 1 Advanced Driver Qualification, ADI Driving Instructor Course, RoSPA Advanced Driving Course, Institute of Advanced Motorist. Many also hold a qualification in VIP and Evasive Driving.

WHY CHOOSE VEHO DRIVERS?

- Qualified, professional & highly experienced
- Loyal and committed
- Proficient in conveying brand messages and promoting vehicle benefits
- Sustained track record of high standards both in driving and service
- Trained in conflict resolution and incident management
- Confident and methodical driving style expected and required for high profile events and VIPs
- Highly trained and regularly re-assessed by Veho's own ADI Fleet Instructor/ Assessor or RoSPA Examiner
- Adept at working long and unsociable hours
- High standards of presentation on both a personal and business level
- Proven reputation of client satisfaction

SOLUTIONS TAILORED TO YOUR NEEDS.

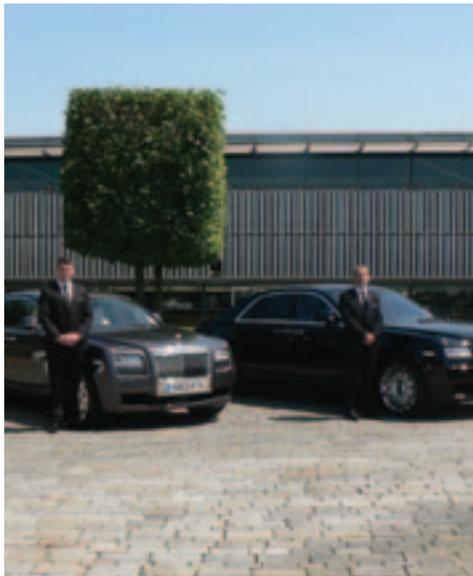
As a leading premium supplier to many industries including automotive, sports, events, leisure and tourism and FMCG, Veho is perfectly placed to supply professional drivers for any requirements, large or small.

With our experience in high profile and VIP logistics, Veho is experienced in recruiting and

placing individual chauffeurs for private clients and high-net-worth individuals.

Many of our high-calibre drivers are experienced in driving Royalty, foreign dignitaries and diplomats as well as government officials. They understand the importance of confidentiality, privacy and most importantly security.

EVENTS LOGISTICS.



EVENT LOGISTICS IS AT THE CORE OF WHAT WE DELIVER.

Highly experienced in the provision of VIP logistics, we have delivered a wide range of solutions for our client base in a number of industries including prestigious brands such as Rolls-Royce Motor Cars, BMW and the ATP.

A small example of the events we have provided logistics solutions for are:

- The London 2012 Olympic Games
- Goodwood Festival of Speed & Goodwood Revival
- Frieze Art Fair
- Farnborough Air Show
- BMW PGA Championship
- ATP World Finals
- Henley Festival
- Silverstone Classic

In the field of event logistics, we can offer a wide range of services from front of house personnel, VIP transportation, security, group logistics solutions, event consultancy and operational planning.

Each event is meticulously planned and delivered with the highest of regard for our clients' reputations and expectations. We take care of all the details expected at this level of event – insurance, risk assessments and electronic drivers licence checking – to ensure we operate accurately and with the least risk possible.

We know how important seamless delivery is to our clients and we work closely with all of them to ensure their brands are showcased expertly at every level.

SPECIALIST DRIVER TRAINING.

EXPERIENTIAL. TAILORED. PERSONAL.

Veho Solutions works with experts in the field of advanced driving skills who have instructed the best Police and security drivers in the industry. They understand that each client requires a bespoke program tailored to their specific needs in order to see real return on investment. With many years of experience in both the practical and human side of training, Veho is perfectly placed to deliver high quality, specialist training to a wide variety of industries and customers. Whether it's to showcase a vehicle's features and benefits to a company's core customers, train staff or create an individual training course for an individual, Veho can provide both the creation and delivery of almost any experiential driving activity. Some examples of what we do:

- On track and on road advanced driving skills
- Security & close protection driving
- Event driving
- Ride and Drive activities
- In company training and 'Mystery shopping'



VIP VEHICLE DELIVERY AND HANDOVER.



INDIVIDUAL HANDOVER SOLUTIONS FOR DISCERNING CLIENTS.

Veho Solutions personnel deliver premium vehicles and provide a quality and knowledgeable handover experience to clients such as press and media, VIP customers and key business stakeholders. Personnel are trained in customer service and on the vehicle they are delivering and ensure each individual customer or business receives the undivided attention and service they require. High value vehicles can be delivered in the knowledge they have a highly trained and experienced driver at the wheel, lowering the risk of accidents or damage on

route. Vehicles with complex technology or controls can be fully explained and demonstrated one-to-one on handover. Veho has many years experience in dealing with high-net worth individuals and the corresponding transportation requirements that are unlike any other. The confidentiality, privacy and discretion required is something all Veho personnel are experienced in and whatever the delivery or handover requirement is, Veho can provide the all-inclusive service from start to finish.

FRONT OF HOUSE PERSONNEL.



YOUR FIRST POINT OF CONTACT.

As a brand, there is only one opportunity to create a first impression. Veho Solutions Front of House personnel are professional, courteous, knowledgeable and efficient. Key to the smooth running of any event is the person who handles incoming queries from customers and VIPs, manages high pressure situations and channels information and requests effectively to the right place.

Our personnel have many years experience in front of house management and are proficient in handling the unique challenges that come with each event. They have excellent IT, logistics and communication skills – essential to any high profile event. They understand that each client's needs are different and effortlessly adapt their style and communication approach to each individual event.

EVENT MANAGEMENT.

DRIVING AT THE HEART OF YOUR EVENT.

Events help to achieve many objectives – from sales to brand awareness to team building to networking and everything in between. Including experiential driving as part of your event or even tailoring the event around it, ensures your stakeholders have a memorable experience.

If achieving sales is your primary objective, we know that getting your customers and prospects in your vehicles is the key. If you can find the right people, we can deliver you an event that will improve existing customer loyalty and help to turn prospects in to customers.

ACHIEVE THE ‘WOW’ FACTOR.

We also understand that every business has a network of stakeholders who are key to its success and who you need to bring together for any number of reasons.

It is becoming more and more challenging to achieve cut through and to ensure customers and VIPs receive the ‘wow’ factor above and beyond what they are offered and experience at other events. At Veho, we know this is what is required and we can help you to achieve return on investment, loyal customers and happy stakeholders.

BESPOKE PREMIUM EVENT EXPERIENCES.

Some examples of what Veho can deliver:

- Test drive events
- On-track events
- VIP Hospitality at British Summer Season events
- Customer experience days (combined with tours and VIP hospitality)





CASE STUDY

ATP WORLD FINALS.

Veho has been the official provider of event logistics management and professional drivers at the ATP World Tour Finals at London's O2 for the past five years.

The ATP World Tour Finals is the year-end climax to the men's professional tennis season, featuring only the world's best eight qualified singles players and doubles teams as they battle it out for the last title of the season. Players compete for Emirates ATP Rankings points throughout the season in a bid to earn one of the eight coveted berths and a chance to win the \$1.92m prize money on offer for the winner. Played using a round-robin format, each participant plays three matches as they compete for a berth in the knockout semi-finals and beyond.

Professional tennis has always featured a year-end championship ever since the Association of Tennis Professionals (ATP), implemented the Grand Prix

structure of a year-long series of tennis tournaments in 1969. Right from the first Masters in Tokyo in December 1970 it became a prestigious event. It was then held in major cities worldwide in different formats until 2009 when it moved to The O2 in London as the Barclays ATP World Tour Finals.

Working on behalf of Mercedes in 2013 and previously BMW and Nissan, over 30 drivers look after VIPs, sponsors and players almost round the clock for a two week period around the tournament.

Veho also oversees the river-based transportation used to bring players to and from central London directly to the O2 on demand. With years of London traffic knowledge and route experience, the river boat system offers a secure, fail safe solution which caters perfectly to the needs of players and their teams. Veho has to work closely

with the other logistics and security providers to ensure players are given consistently excellent service. Working with the ATP, Rachel Rice has also assisted with the Event Transport Plan to ensure that the timetables and boat capacities fit the needs of the service.

Just before the Tournament a Charity Gala Dinner is staged, Veho is responsible for all the transportation requirements on the evening including ensuring players arrive at the venue in a secure and visually show-stopping convoy.

Having worked with the ATP for so many years, the Veho team has built a strong relationship with players and stakeholders based on trust, confidentiality and professionalism. With a large number of drivers used again year on year, the continuity of knowledge and experience means Veho are able to deliver excellent service at every touch point. Many of the players have had the same driver each time they have attended the event.

Veho also utilizes its web based booking system at both locations ensuring no job is ever lost, drivers are briefed in advance on their passenger and destination and management are aware of service utilization levels at any given time. Rachel Rice, CEO of Veho, says "It is such a great privilege to provide logistics support and professional drivers for the ATP. Having worked with us for a number of years, they know we provide unrivalled professional and consistent service to the world's most important tennis players, their teams and the wider Tennis Family. It is a great event that just keeps growing year on year, and we are delighted that Veho is a part of the exceptional team delivering such an amazing event".

TESTIMONIALS

“ Working with Rachel Bowen Associates means we know the standard of driving is excellent and the drivers are always smartly dressed, professional, courteous and intelligent. You can also be confident that any expensive vehicle you have is being driven by a professional with top grade driving qualifications... the relationship works extremely well for us.

”

Mike Slack
Chairman
Klassik Property Ltd

“ You really did deliver a first class service and experience for our guests – thank you once again. The team were an absolute pleasure to work with and couldn't do enough for me and my team.

”

Laura Hazelton
Group Marketing & CRM Manager
Specialist Cars Stevenage

“ On behalf of everyone at Breast Cancer Care and all those across the country who rely on our support services, I wanted to say a huge thank you to you and your amazing team for undertaking such a massive driving challenge last week to help us launch the FABI Million campaign. I hope despite the length of the journey, you all enjoyed the challenge as much as everyone involved here did. I know from talking to others who took part how wonderful all your drivers were and how each of them kindly went above and beyond the call of duty for us, theirs and your contribution was absolute paramount to the launch's success.

”

Samia Al Qadhi
Chief Executive
Breast Cancer Care
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