



Making courtesy cars different



We make courtesy cars more cost- effective for you

Circle Leasing has been transforming courtesy car provision for UK bodyshops since 2002.

Back then, we knew there was a need for a genuine courtesy car specialist. We knew bodyshops were fed up with inconsistencies, poor standards and unfair charges. We knew things had to change.

Today, that belief has paid off. We now serve more than 75 per cent of the UK's top independent bodyshops, delivering in excess of 10,000 courtesy cars per annum. We work with leading manufacturers and dealers, and manage the whole process under one roof. But the real proof comes from what our customers think.

They appreciate our focus on lowering whole life costs. They value our strict no hidden extras policy. They like our highly proactive customer service and the way we cut down the amount of paperwork involved. Above all, they recognise that Circle Leasing will always be a committed business partner - providing a highly professional, hassle-free, cost-effective courtesy car solution.

Why not take a few minutes to read about us? And then consider how we could transform your courtesy car fleet into a harder-working, more cost-effective business asset.



Aidan Minogue
Managing Director
Circle Leasing Ltd

Contents

-  **The key to courtesy car cost control**
We make courtesy cars work more efficiently for you **pg4-5**
-  **The full Circle experience**
A total courtesy car solution from beginning to end of contract **pg6-7**
-  **At your service**
First-rate service to eliminate hassle and reduce your paperwork **pg8-9**
-  **Essential courtesy car resources**
The Circle website, Case Studies and publications **pg10**
-  **Put our expertise to work**
Can we identify courtesy car cost savings for you? **pg11**

"Circle Leasing scored an overall rating of 90.5, which is phenomenal especially as their sample was 37. For Circle Leasing this repeats their performance of highest rated supplier in the survey for the second year running."

Sewells Bodyshop Opinion Survey 2005

The key to courtesy car cost control

■ When choosing your courtesy car provider, it's tempting to chase the lowest possible up front price - without questioning the reputation of the supplier or broker.

In our experience, bargain-hunting can be a costly business. Often, those too-good-to-be-true rates come with a few unwelcome strings attached - like hidden extras, poor ongoing customer service, late delivery and unexplained charges at the end of contract. Overall, unforeseen costs can escalate alarmingly.

Circle takes a different approach. We focus on providing genuine value for money for the lifetime of your courtesy car contract. In fact, our business structure is specifically designed to help our customers keep in-life costs to a minimum. We believe the whole-life approach to minimising costs is much more realistic for bodyshops. After all, it's not just a few pounds up front that affect your margins. It's every pound spent or saved during the lifetime of the courtesy car.

Our emphasis on whole-life costs isn't just a theory. We know it works because we've seen the dramatic cost savings enjoyed by bodyshops who have migrated their courtesy car fleets to Circle.

"From the outset Circle understood the pressures we were facing - and assured us they could reduce them. So we put them to the test with a first batch of courtesy cars, and had no hesitation in deciding to migrate our entire fleet into their capable hands."

Sue Jennings
Partner, Bells Accident Repair

Focus on reducing your whole-life costs. We do.

When you choose Circle as your courtesy car provider, you'll enjoy a whole package of financial benefits specifically designed to drive down whole-life costs - and keep them down.

These benefits include:

■ Competitive monthly rentals

Our monthly rental rates are very competitive and our pricing is consistent throughout the year - it won't fluctuate unpredictably.

■ Price transparency

We make all our pricing and charges crystal clear in advance, never hitting you with unexpected or unexplained charges.

■ No administration charges

We process all fines and fixed penalty notices without charging an administration fee, saving our customers both time and money.

■ Pooled mileage facility

Many customers take advantage of our pooled mileage facility, with excess mileage on some vehicles balanced against low mileage on others.

■ Free expert end of contract advice

With our huge depth of experience, we provide free advice on preparing your courtesy vehicles for return at the end of contract, to help you avoid any costs for excessive wear and tear.

■ Seven extra days free

If you renew your courtesy cars with us, we give you seven extra days free to prepare your vehicles for return. This precious time can help you avoid end of contract recharges.



"Many customers migrating their fleet to Circle have found that fleet running costs fall significantly. What's more, fleet costs become more predictable."

Marc Studholme
Sales Director

Enjoy the full Circle experience

Circle Leasing is the UK's leading specialist provider of courtesy cars. Because courtesy cars are all we do, it means we offer customers a depth of experience and expertise you simply can't get elsewhere.

Being a specialist gives us a clear understanding of the pressures our customers operate under. Unlike many providers who might treat you as just another contract hire sale, Circle has created a 'total' solution tailored specifically to the needs of UK bodyshop customers.

We call it a 360-degree solution, because our commitment doesn't stop once we take your first order. We're with you from the start to the finish of the courtesy car contract - always looking to keep your costs and your paperwork to a minimum. After all, we want you to come back for more.

"Now that we have our entire fleet with Circle, we are paying known fixed costs across the 12 months of each contract, which equates to savings on our 70-strong fleet of £10,000 or more each year... Circle work with us to advise ways for us to keep costs down throughout the life of our contracts."

Colin Butler
Managing Director, Tabbitt Ltd

Free 7 extra days

If you renew your courtesy cars with us, you get 7 extra days free to prepare your cars for the next contract.

Pooled mileage

All return car mileages can be pooled to help you offset any of your mileage vehicles against undervalue mileage ones.

Free end of contract advice

We offer free advice on preparing your cars for reuse at the end of contract to help you avoid unnecessary recharges.

Circle's 360-degree solution

Hassle-free replacement

We work closely with you to ensure that collection of your old vehicles is trouble-free with no interruption to your business.

Credit line

We extend a tailored credit line to cover your entire group 'A' fleet requirements.

Consistently competitive pricing

Our buying power enables us to offer you the best value pricing available, all year round.

Fast delivery

We can deliver brand new Group A cars to your premises within 7 working days.

One point of contact

You get a dedicated Account Manager who knows your business, and with the entire Circle team under one roof, you're always assured of a prompt answer.

Minimal paperwork

We're all geared up to do the tedious paperwork for you, freeing your time to focus on building your business.

No hidden extras

We never hit you with mystery extras or administration charges. We aim to keep your courtesy car costs low and predictable.

**serving you
from beginning to
end of contract**



At your service

From the very beginning, Circle Leasing has always been committed to providing the highest levels of customer service.

We recognise that the administration and management of courtesy cars can be a tedious business. And it can become a drain on your bodyshop's manpower. That's why our customer support team is always on hand to take the strain - and leave you free to get on with the job.

When you entrust your courtesy car fleet to us, we take care of most of the paperwork for you - at no extra cost. And, with a dedicated Account Manager as your point of contact, you can trust us to respond quickly to queries and requests.

It's all part of our total solution. And it's why we ask new customers to judge us not only on our competitive monthly rental rates - but also on the ongoing savings we deliver through superior service.

"The quality service we get from Circle Leasing as a supplier means the overall cost of running a vehicle fleet is minimised, so we can look beyond the monthly rental and see an arrangement that remains excellent value for us."

Richard Thorogood
Managing Director, JD Automotive

We go the extra mile for you

The Circle customer service package is second to none. And unlike many other suppliers, going the extra mile doesn't cost you a penny more.

These benefits include:

■ Prompt delivery

We can deliver courtesy cars direct to your premises within 7 working days of order, at no extra cost.

■ One point of contact

Your dedicated Account Manager understands your business and is on hand to help, efficiently and politely at all times.

■ In-life administration

We're all geared up to do the paperwork and tedious administration for you - like processing parking tickets and fixed penalty notices.

■ Free expert collection advice

We're always happy to take a look at the way you run your fleet and suggest how to improve things and trim costs.

■ Management reporting

You get a suite of management reports on a regular basis so you can keep close tabs on the figures.

■ Investment in manpower and IT

We invest in both people and systems to ensure the service we provide is efficient, expert and reliable.



"Every year, we process thousands of fines and fixed penalty notices, with no administration charges, saving our customers over £125,000 per annum."

Sonia Casey
Customer Support Manager

Essential courtesy car resources

Helping your courtesy car fleet work harder

Courtesy cars are a vital business tool for bodyshops. This is why we provide a range of essential courtesy car-related resources - helping you to get the most out of them.



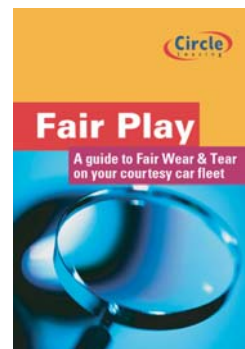
◀ The Circle Website

Our website is your one stop shop for all matters relating to courtesy cars. There is a very helpful courtesy car management section - covering different aspects of courtesy car care and cost control. You can view our website at www.circleleasing.co.uk where you can also download all the resources below.



◀ Case Studies

Our customer Case Studies are revealing. They explain how significant cost savings have been achieved after bodyshops migrated their fleets to Circle. Contact us if you wish to receive the printed versions.



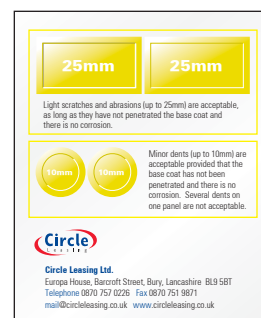
◀ Fair Play Guide

Our own fair wear and tear guide Fair Play, is full of useful hints and tips on how to keep your fleet in tip-top condition and practical, easy to implement suggestions on courtesy car care. Again, contact us to receive the hard-copy version.



◀ Around Circle

We produce an informative newsletter 'Around Circle' every quarter, which includes industry news and a spotlight on a different customer each edition. Please contact us to ensure you're on our circulation list.



◀ Magnets

We've produced a pocket-sized set of magnets to help you determine whether dents and scratches are within fair wear and tear or not. To request your FREE set please visit our website.

Put our expertise to work

■ Get a free expert review

We offer a free analysis of your current courtesy car fleet arrangements. In our experience, the review will identify significant potential for process improvement and cost savings.

What does the review involve?

1. One of Circle's Account Managers will call to discuss your current courtesy car arrangements in order to build an accurate picture of your requirements.
2. Areas where Circle can benefit your business and reduce costs will be identified.
3. The Account Manager will present a proposal to your business, fully outlining our service package.
4. If you wish to proceed and transfer your fleet to Circle, a mutually beneficial plan will be developed and agreed.

Act now

To arrange your free, no-obligation expert review, please call Circle's Sales team on **0870 757 0226** or email **sales@circleleasing.co.uk**

"I have paid considerable attention to Circle's website... the free advice on successful defleeting is excellent."

Ken Hammond
Managing Director, Boundary Garage

"You have delivered what we wanted, when we wanted."

Ed Gore
Adamsons Crash Repair Centre



Circle Leasing Ltd, Europa House, Barcroft Street, Bury, Lancashire BL9 5BT

Telephone: 0870 757 0226 Fax: 0870 751 9871 mail@circleleasing.co.uk www.circleleasing.co.uk