

Sent: 14 September 2009 16:54

To: nigel@uptownoil.co.uk

Subject: The 2009 GreenFleet Awards & Capital Arrive'n'Drive - The UK's Leading Event For Green Fleet Management



Guildhall, London - 1st October 2009

Dear Nigel,

Many thanks for your time earlier, much appreciated, it was good to talk to you again. As promised, please find more information on the main event of the year - **The 2009 GreenFleet Awards & Capital Arrive'n'Drive**, and an opportunity for **Uptown Oil** to be involved. This prestigious event represents a great opportunity for you to showcase yourselves to a highly targeted audience, and network with Fleet Managers and Heads of Transport from the public and private sectors. I have also attached a Media Pack that gives additional information, but please find below a detailed summary of the event and how I would like to see you involved.

*As discussed, I am delighted to inform you that **Uptown Oil** have been shortlisted for an Award, in the **Alternative Fuel Supplier of the Year** category, so congratulations! What this does mean is that you have now qualified for 2 FREE tickets to the evening Drinks Reception and Black Tie Gala Dinner, and what I need from you, if you'd be so kind, is to send me an e-mail, by Friday 18th September this week, and what I need is the names of the 2 people coming, any dietary requirements they might have and also the postal address to send out the official invites to, please. Also, please note that additional places at the event are available for purchase for £150 + VAT per person, but places are going thick'n'fast, so please let me know ASAP if you require any more.*

The Event

Now in its 11th year, the UK's leading event that rewards the Fleet industry for their efforts in reducing the environmental impact of their transport operations, returns! As the climax to the **GreenFleet** series of events, the Awards will see public and private sector organisations scrapping for the accolade of being the greenest in their sector.

When & Where?

The date has been set as **Thursday 1st October**, and we return to the venue that hosted our **Capital Arrive'n'Drive & Fuel Challenge** in 2007 - **The Guildhall, London**. This stunning setting allows us to make full use of the historical building during the daytime and evening, including the Yard itself, which will feature an outdoor static display of vehicles.

Daytime

For the 3rd year, we see the return of the **G-Factor!** As our spin on TV's "X-Factor", this part of the event sees a judging panel featuring experts from the industry, including the DfT,

LowCVP and ICFM. Each will be giving a keynote presentation on issues affecting the industry, and will be broken up by refreshment breaks and exhibition visits. The remainder of the day will feature LIVE presentations from organisations shortlisted in the Public and Private Sector Fleet of the Year (0-500 vehicles), Public and Private Sector Fleet of the Year (500+ vehicles) categories. After each presentation, the **G-Factor Panel** will give a score, and at the end, the audience will also get the opportunity to vote, interactively.

Running alongside the **G-Factor** will be an indoor exhibition, with organisations showcasing everything a Fleet Manager needs to "manage their fleet more efficiently". Products and services will include Telematics and Tracking, Fleet Management Software, Leasing/Rental, Consultancy, Electric Charging Solutions, Fuel Cards, Driver Training, etc. This is where we will also be serving all day refreshments and a lovely buffet lunch, giving exhibitors a captive audience throughout the day.

And finally, for the first time, the **Capital Arrive'n'Drive** joins the proceedings. Outside, on the Yard, there will be a static display of the latest low and zero emission vehicles, most of which will be available for test drive, around the streets of London

Evening

Kicking off with a **Champagne Drinks Reception**, this showpiece opens the Black Tie Gala extravaganza! This is also another opportunity for exhibitors to showcase themselves and do some networking, as we hold the Reception in the exhibition room.

This is followed by the **Gala Awards Dinner**, hosted by **Fifth Gear's Tiff Needell**, back by popular demand. Tiff will be presenting Awards in over 20 categories, with new Awards being introduced to reflect the ever-changing face of the industry. New for 2009 are the City Car Manufacturer of the Year, Fleet Car Manufacturer of the Year and Private and Public Sector Fleets of the Year broken down into "Fleet Size" - 0-500 and 500+ vehicles. They will join the traditional Fleet Innovation, Industry Innovation and Outstanding Achievement Awards.

Where Do You Fit In?

This showpiece event represents a great opportunity for you to showcase your latest low emission vehicles and network with the 250 or so Fleet Managers and Heads of Transport from the public and private sectors. And if you sponsor an award, your involvement extends to the evening, where there will be a new audience of over 400 key people in the industry.

I look forward to talking to you again shortly, with a view to confirming your involvement.

Kind Regards,

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