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Spreading the message

- Consumers who know- Great!
- Consumers who do not know –Why not?

What is the difference?



Spreading the message

- But who is the consumer?
 - The owner driver? They have choice
 - The Fleet Manager? They have responsibility



The buying decision

- First stage fact finding:
 - The internet
 - Auto Magazines
 - Friends & colleagues
 - Company guidelines

Do we have a role?

- The short list stage
 - Dealer visits

Do we have a role?

- The deciding factors
 - A must have
 - Price
 - Offering

Do we have a role?



INVESTOR IN PEOPLE