

Your fleet, your brand, our expertise

Your fleet is an extremely visible, valuable tool to communicate with customers, so don't underestimate the importance of livery

By Allan Hamilton, head of strategy and development

Vehicle branding is not always high priority when considering all aspects of fleet management, but are you overlooking its true potential? Your fleet is an extremely visible and valuable communication tool to engage with customers every day. Investing more time and emphasis on vehicle branding will give your business the best return.

Choosing the right supplier is absolutely key. It should consider all facets of your branding requirements, from brand presentation and consistency to operational demands and aftersales support.

A name you can trust

As market leader, Aura Graphics has the experience, insight and resource to meet these needs and provide a cohesive service. With long-standing relationships with some of the UK's most-established and recognised brands, you can be confident your livery is in safe hands.

Key factors for success

The successful implementation of a vehicle branding project will cover many varied parts of your business from brand and marketing through to fleet operations, so it's important that any project plan addresses key factors. By adopting a consultative ethos from the very start we can help identify your needs and specify solutions that meet those requirements.

We follow key stages in this process: survey > design > specify > make > install > service > support > care.

A wholelife cost approach

We'll guide you through the entire process to provide you with competitive wholelife costs and products that will meet the daily rigours of fleet operation. We have all seen vans with branding that is peeling off and cracking in recess areas. This often stems from wrong product selection



"Our focus is always on the complete life of the branding and ensuring this is never compromised"

or a focus on immediate purchase costs rather than complete life costs.

Our focus is always on the complete life of the branding and ensuring this is never compromised. That is why product specification and warranty support are critical and is the very reason we hold the highest levels of accreditation and warranty available in the commercial vehicle graphics industry.

End-to-end solutions delivered in-house

We provide large capacity in-house production combined with the UK's largest directly-employed installation department to deliver unrivalled levels of support, quality control and resource planning.

Flexibility and added value

This high level of service goes beyond the initial project where options such as online ordering and accident management for your repair network provide a comprehensive package and speedy aftercare. We understand that time is money in fleet operations and that is why we can offer support such as 48-hour

turnaround on replacement parts and pro-active monitoring of your fleet.

Our service and support pillars

- Consultative and customer-focused ethos
- Specification of the right products and service to deliver the right result
- Consistently high levels of support via a multi-level account management structure
- Successful and accountable project management
- True national installation support and aftercare
- Complete peace of mind with manufacturer-backed warranty programmes
- Aftercare excellence including online ordering and fleet monitoring services
- Compliance with vehicle markings safety regulations
- Marketing insight and analysis of your fleet as a communication platform
- A complete turnkey service tailored to your needs and the life of your vehicles.

Discover the benefits of working with Europe's leading transportation graphics supplier with a free assessment of your fleet branding.

Call us on 0845 0525 241
 Email fleet@auragraphics.com
 Visit auragraphics.com

