

THE UK'S PREMIER DRIVING EVENT

The logo features two overlapping triangles, one purple and one blue, pointing towards the right.

COMPANY CAR IN ACTION

11-12 JUNE 2025 | UTAC MILLBROOK

www.companycarinaction.com

A first-person perspective from the driver's seat of a car. The hand is on the steering wheel, and the road ahead is blurred with vibrant green and yellow streaks, suggesting high speed. The sky is bright and hazy.

MANUFACTURER OPERATIONAL MANUAL

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This manual has been prepared to assist exhibitors in planning their participation at Company car in Action 2025, alongside this document is a 'manufacturers requirements form' that **must be completed and returned by Monday 19th May 2025 please.**

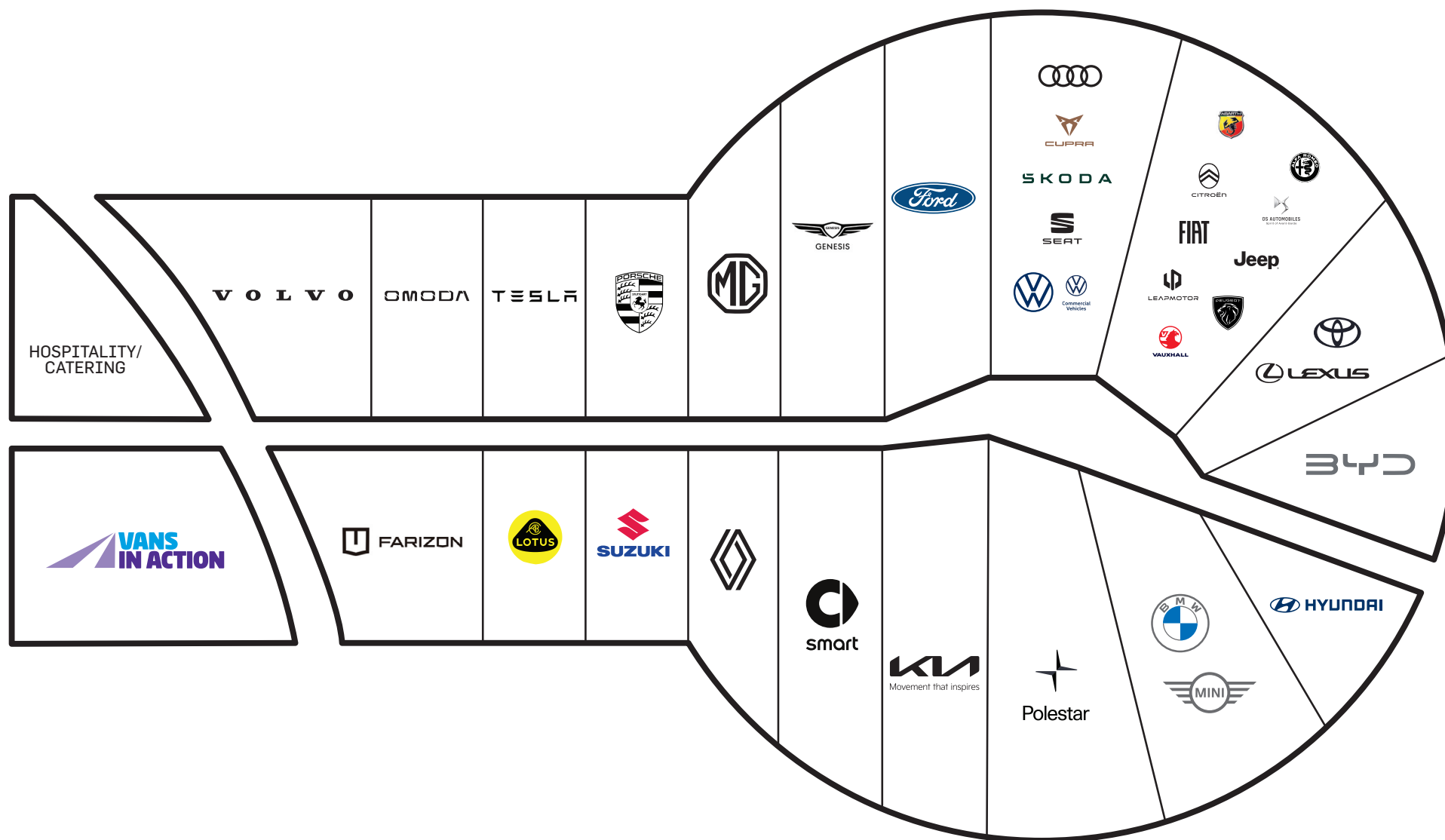
Monday	9th June	Build-up Manufacturers /exhibitors	1000 – 1800 hrs (by appointment only. Please book this with UTAC)
Tuesday	10th June	Build-up Manufacturers /exhibitors	0800 – 2000 hrs
Wednesday	11th June	Exhibitor hours Visitor hours: (entrance) (driving)	0700 – 1830 hrs 0830 – 1700 hrs 0900 – 1700 hrs (Last drive at 1630 hrs)
Thursday	12th June	Exhibitor hours Visitor hours: (entrance) (driving) Breakdown all	0700 – 1830 hrs 0830 – 1630 hrs 0900 – 1630 hrs (Last drive at 1600 hrs) 1800 – 2200 hrs
Friday	13th June	Breakdown continued if needed	0800 – 1400 hrs (by appointment only. Please book this with UTAC)

If you require access to site on Monday 9th June 2025 then please email ccia@millbrook.co.uk. This set up day is by appointment only and must be agreed with UTAC Millbrook in advance.

All vehicles, units and property must be cleared from Millbrook Proving Ground by 22.00 hours on Thursday 12th June 2025.

A CHARGE WILL BE IMPOSED BY UTAC MILLBROOK DIRECT TO THE MANUFACTURER SHOULD ANY HOSPITALITY UNIT OR VEHICLES BE LEFT ON SITE AFTER THIS TIME.

****Please also note that any deliveries and collections that take place during the build-up and breakdown times must be signed for by the individual manufacturer** UTAC Millbrook are not allowed to sign for any deliveries on your behalf.**



CCIA Guidance for Outside Hospitality/Booking Units/Structures

Due to the success of the new Steering Pad layout that was introduced in 2024 for CCIA, we wish to bring to your attention that the layout of the Steering pad will remain the same for the 2025 event.

We've been working hard to make sure that everything runs smoothly and seamlessly during the exhibition for everyone involved. So, to make things easier for you, we've put together some guidelines and restrictions for the supply/construction of stands that we kindly ask you to follow.

We understand the importance of being flexible, but we also want to make sure that neighboring OEMs are not disadvantaged by large structures.

Therefore, we've reserved the right to inform/share plans with other exhibitors. All hospitality units must be located within a designated area to maintain continuity and provide visitors with a clear entry point onto the brand spaces.

You'll notice from the attached drawings that units are placed vertically along the perimeter of the stand space. However, we are happy for you to drop them by 90 degrees and place them

horizontally along the front, as long as the same boundary line is adhered to (the line where the neighboring stand is sited).

Please note that no stand may be constructed on-site without official approval and that all structures must be self-supporting.

- Anything over 4m is deemed to be a complex structure and will require a structural engineer's sign-off.
- We kindly ask that you submit fully detailed and scaled plans for all stands as photographs and drawings from other exhibitions will not be accepted.

Lastly, we want to make it clear that if you have branding on the back of units overlooking neighbouring exhibitors, this is acceptable but please be mindful of your neighbour. Any disputes regarding branding will be resolved by the organisers.

Let's work together to ensure a successful and memorable CCIA!

Health and Safety

Evacuation procedure

In the event that you are required to evacuate any building please make your way, via the nearest safe fire exit, to the middle of the steering pad and await further instructions. Do not re-enter any building/exhibition area until the all clear has been issued by the chief fire officer. Please make yourself aware of all fire exits. Do not obstruct any fire exits.

First Aid

In the event of anyone requiring first aid, please notify a member of the CCIA Event Team at the Help Desk located in the Concept 1.

Build-up Information / Hospitality Unit

Before leaving your offices for UTAC Millbrook Proving Ground please ensure you have your Exhibitor badge with you. You will be asked to show this on arrival at UTAC Millbrook. If you have any deliveries by courier companies or transport companies, please ensure they have as much information as possible in order for us to identify where the package/items needs to be taken to. Any contractors working on your behalf must have your Manufacturer name and stand number in order for the event team to direct them to stand.

Once on site please report to the 'Information Desk' situated in The Concept Centre to make the organisers aware of your arrival.

In order to ensure the build-up to the event is as smooth as possible we require dimensions of your hospitality unit, stand plan and the expected time of arrival on site. All exhibitors must complete the 'manufacturer requirements form' to inform us of this information.

On all live open days, **exhibitors** can enter through the main **CCIA visitor entrance** from 0700 hours and park in the visitor car park (**POSTCODE FOR SATNAV: MK45 2JH**). No exhibitor vehicles may be parked to the rear of their units at any time and vehicles will not be permitted to access your stand on the live morning for unloading. Should you have anything to unload then this will need to be placed into the Event Courtesy vehicles and taken to your stand in this way.

Important information:

****Please note that no vehicles are permitted to be left in the visitor/exhibitor car park (overnight) once the show has closed. Should this occur then charges will be passed on to the manufacturer responsible****

For your information, on all open days, visitors may enter the exhibition site from 0800 hours, but will not be permitted to drive until 0900. No personnel may stay in their units after the exhibition has closed.

UTAC Millbrook do not have any storage facilities available onsite during the show, therefore any build up / contractor vehicles must depart site once the build of your stand is completed. Please note that any trailers, vans etc. that are found left on any part of the site after build up has finished then a cost will be incurred directly to the Manufacturer.

No persons under the age of 18 years will be allowed on site. No animals, other than guide dogs are allowed on site.

Transporter Drivers

IT IS IMPERATIVE THAT THE DRIVERS OF THE TRANSPORTERS ETC. ARE INFORMED OF THE ENTRY RESTRICTIONS, AS THE POLICE WILL PROSECUTE ANY DRIVERS PARKED ON THE APPROACH ROADS TO MILLBROOK OR IN LOCAL VILLAGES.

Please advise your transporter drivers that they must have enough Taco hours when arriving onsite for both delivery and collection of your vehicles.

Please also advise your transporter drivers, that depending on the available space on the Steering pad area on arrival that they will get put into a holding area. Once space then becomes available on your stand they will be led to the area with a UTAC Follow Me vehicle.

The enclosed map on Appendix 1 that can be found at the bottom of this event manual must be given to all delivery and construction vehicles that need to gain access to UTAC Millbrook.

CCIA Track Facilities Available for All Visitors

Millbrook Proving Ground has 49 miles of track facilities of all terrains.

CCIA 2025 has a wide range of tracks available for all visitors to test drive a range of products.

The specific tracks available to all are highlighted below in red (mile straight will be used for visitor parking).

The cross country/off road course highlighted in green to the far bottom right is also available for supervised drives only (instructors must be present in each vehicle).

Exhibitors must advise UTAC Millbrook if they are planning on using the off road course.



Alcoholic Beverages

No alcoholic beverages are allowed on site at UTAC Millbrook. All drinks on sale will be non-alcoholic for the duration of the event.

Breakdowns

If one of your vehicles suffers a breakdown, please contact the organiser's office who will arrange for the vehicle to be towed to a safe area. If you do experience a breakdown the following will happen:

- UTAC Millbrook will provide a towing facility to UTAC Millbrook's own trailer park.
- If there is no space on the trailer park UTAC Millbrook will find an alternative area to store the vehicle.
- The manufacturer then must arrange recovery of the vehicle.

Catering

The following catering services will be provided:

DURING BUILD-UP – Stand catering can be ordered in advance for the set-up days. To place an order, you will be required to set up account facilities prior to the event - please contact UTAC Millbrook to discuss your requirements and arrange account facilities/any necessary credit checks etc. Contact: ccia@millbrook.co.uk

Monday 9th June 2025

Manufacturers setting up on **Monday 9th June 2025** must pre-arrange any catering requirements directly with UTAC Millbrook in advance as there will not be any catering facilities onsite on this day so pre orders must be made in advance if catering is required on this day. Please note there are no hot drink options available on this day.

Tuesday 10th June 2025

There will be refreshments vans situated on the Bridport Grass selling coffee and snacks between the hours of 0900 – 1600 on **Tuesday 10th June 2025 (cash and cards accepted).

Show catering - Wednesday 11th & Thursday 12th June 2025

** DURING OPEN DAYS – there will be one main catering area for CCIA as part of the

new Networking Pavilion which will be situated adjacent to the main steering pad on the Bridport Grass area. The catering area will be available to visitors and exhibitors with ample seating available. Hot and cold food and drinks will be available, card only payment will be accepted. Located on the Bridport Grass Area just off the steering pad (adjacent to Vans in Action).

Exhibitor catering - Wednesday 11th & Thursday 12th June 2025

STAND CATERING for live days and catering for breakdown can be supplied on request. Please contact ccia@millbrook.co.uk should you have any queries.

IMPORTANT INFO: The cut-off date for all food orders is **Monday 19th May 2025**. The official caterers are: UTAC Millbrook Events Catering Millbrook Proving Ground Millbrook Bedfordshire MK45 2JQ

New for CCIA 2025 - Private Exhibitor Only Lounge/Lunch Options

Following feedback from our manufacturer partners during the event debrief last year, as requested, we will be creating a dedicated exhibitor lounge area for manufacturers providing a quiet space for staff to relax whilst having their lunch away from the main activity – an enhanced packed lunch and hot food options are

available to pre-book. By creating this dedicated staff area, we hope this will support your staff and also alleviate some of the pressure on food outlets at the event for visitors which was also requested at the debrief.

We have therefore upgraded the exhibitor stand packed lunch option, the items included within this package can be found in the 'Manufacturer Requirements Form' along with the associated costs.

Also new for CCIA 2025 we will be offering a hot lunch option for exhibitors only which will be served in Concept 2 (behind the registration area), this will mean that exhibitors will have a private exhibitor only area to enjoy their lunch.

The hot lunch option menu can be found in the 'Manufacturer Requirements Form'. Please note that if you require this then you must pre order prior to the event as cash and card will not be accepted in this private area. Please note in order for UTAC Millbrook to supply this option we must meet a minimum order number across all manufacturers of 15, should this number not be reached then UTAC will not be able to offer this service. However as this hot lunch option was requested by our manufacturer partners, we are hoping this will be achievable.

Electrical Supply

The organisers have appointed Event Power Engineering as the official show electrician and they will carry out all electrical work. No other electrician will be allowed to work on site. All units on the steering pad will be supplied via a power distribution system fed from a generated supply to meet your stand's requirement. No generators will be permitted, thus reducing noise pollution at the main exhibition area.

The electrical service for CCIA 2025 is provided by Event Power Engineering and you will find a full power supply rate card included in the 'Manufacturer Requirements Form' to enable you to choose your requirements. Your main single main supply to the hospitality units will run as in previous years at the rear of your stand and this is where your supply will be positioned. If you wish for your supply to be split or relocated to a different position on your stand, you may incur additional costs which would be quoted for direct to yourself via Event Power Engineering for any queries and a full quote please email KatieWiles@hotmail.co.uk.

All electrical costs will be invoiced directly by Bauer Cosumer Media.

All exhibitors must please complete their requirements forms by **Monday 19th May 2025**. Please do your utmost to adhere to this deadline to avoid any problems with connection and supply.

PAT Testing

Under the Health and Safety at Work Act 1974 exhibitors are obliged to supply, upon request, a current test certificate indicating that their particular mobile exhibition unit complies with the current IEE regulations.

All portable appliances contained within these units must also have a certificate stating the last time that they were PAT tested. It is the responsibility of the person bringing such items on-site to make sure that they comply.

The dedicated event electricians will not be held responsible for any portable appliances that have not been PAT tested. This test can be provided on site for a small charge, and certification can be provided that will last for one year from the date of that test.

N.B. The main cable feeding the supply to the hospitality units will run as in previous years at the rear of the units. This will be coned off once the cable is laid and no vehicles may pass over it. All stand personnel must be made aware of this.

Fuel Requirements

There is a full range of fuel types available on-site at UTAC Millbrook. These will be sold at approximately pump prices. In order to fuel vehicles, take them to the fuel station (marked on map) during the fuel station open times.

Each manufacturer will be **issued with fuel keys during the exhibitor briefing on Tuesday 10th June 2025**. Please make sure you complete your 'manufacturer requirements form' for your fuel keys to be processed. Exhibitors will be invoiced after the event by UTAC Millbrook.

Fuel opening times:

Tuesday	10th June	0900 - 1830 hrs
Wednesday	11th June	0900 - 1830 hrs
Thursday	12th June	0900 - 1830 hrs

For any queries regarding fuel keys please email ccia@millbrook.co.uk

Lead Capture (Visitor Data Capture Device)

Exhibitors measure the success of an event based on the people they meet, the leads generated and the business that results from those conversations and subsequent follow-up. Fusion/circdata's two data capture options allow exhibitors to quickly capture and retrieve vital contact information about key prospects from each event. No need to database a pile of business cards back at the office!

Option 1 – Lead Capture

The Fusion/circdata Lead Capture app has been developed to provide enhanced data collection for exhibitors at events. The App allows exhibitors to capture leads and record key information about each lead in real time.

The app is available on iPads and iPhones with iOS 8+ and phones and tablets running on Android 4.4+. Benefits include:

- Premium solution to ensure maximum return on investment
- Offers real-time access to leads, no waiting
- Bring your own device, no need to hire
- Scan the QR code on a visitor badge
- Utilise the advanced survey technique to capture behavioral information
- Gain competitive advance over other exhibitors and email leads immediately from the device used
- Office-based staff can access the live data and instigate immediate follow up.

Download the Fusion Exhibit app to begin and buy licences via your exhibitor portal.

Option 2 – Scanner Rental

Hiring a lead retrieval scanner from Fusion/circdata is a proven way to increase the number of contacts you take away from your event, increasing your chances of improved ROI.

Benefits include:

- Scan the barcode on a visitor badge
- Create a product sheet to categorise your leads
- Gain access to your data 24 hours post-event from the exhibitor portal
- Reliable, simple and quick to use
- Easy to share between stand staff

Hire a data scanner via your exhibitor portal.

For further details and price list please login to your exhibitor portal – details of which will be supplied by the Company Car in Action Event Manager.

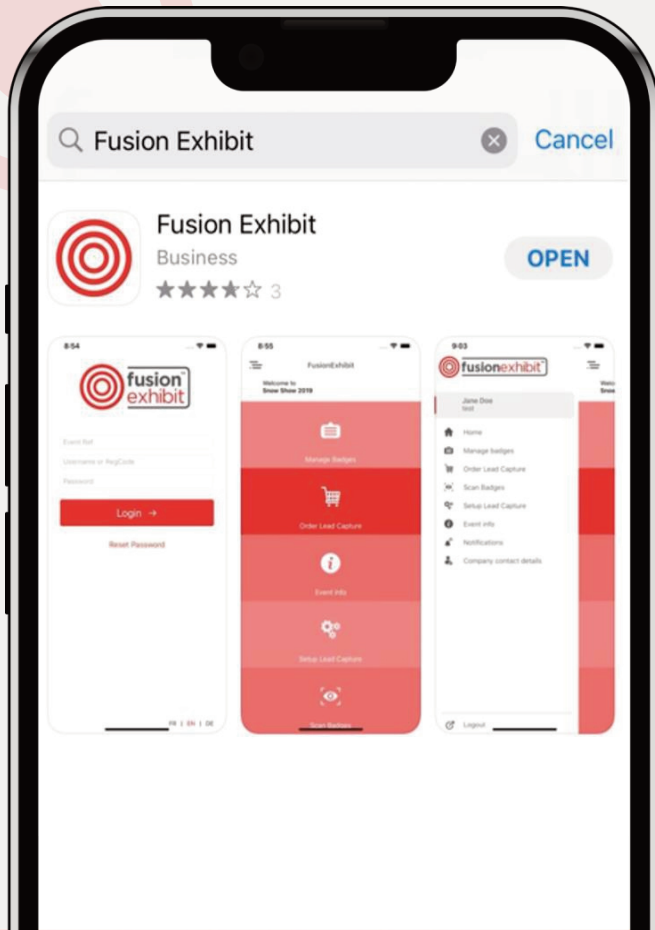
Lead Capture Guide.



www.fusion-events.co.uk



The Fusion Exhibit app has been developed to provide enhanced data collection for exhibitors at events. The App allows exhibitors to capture leads and record key information about each lead in real time. It is available on iPads and iPhones with iOS 8+ and phones and tablets running on Android 4.4 +



How does it work?

Once exhibitors have purchased their Fusion Exhibit license(s) on the exhibitor portal they should download the Fusion Exhibit app onto their device(s) in time for the event. Visitor badges will have a QR code printed on them. Using the Fusion Exhibit app on their device(s) they simply need to point at and scan the QR code of their stand visitors.

What are the benefits?

The Fusion Exhibit app gives instant access to lead data. Additional data can be recorded against each lead including notes, custom exhibitor questions and organiser controlled questions. Exhibitors can configure a custom questionnaire by adding their own questions and answer choices that relate to their own services, products, industry sector or general marketing demographic questions.



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GENERAL INFORMATION

How do I log into my licence(s)?

Open the Fusion Exhibit app on the device you wish to use at the event and enter the event reference, this can be found in your exhibitor portal to the top left hand side under the URL.

For example, this will look like **FE22**

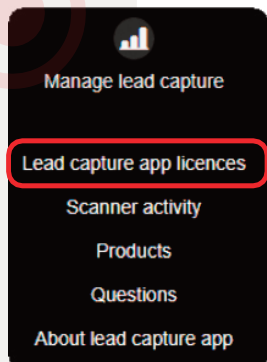
Enter the surname and badge registration code for the person that will be using the app at the event. You can find the registration code on your confirmation email or in the manage badges section on the exhibitor portal.

The login details will always be in the same format for each exhibitor, each person will need to use their surname and their unique registration code.

If the details you have entered do not match your badge details or the event reference an error message will appear.

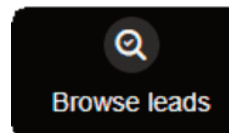
If this occurs please check the details listed on your booking under the 'manage badges' tab and the event reference in your portal.





How do I expire a licence?

When you log into your portal you will be able to see the '**manage lead capture**' tab, if you hover over this the '**lead capture app licences**' option will appear in the menu, if you select this option it will show you which members of your company have logged into and used your company's licences. You can expire a usage by pressing the expire button, this will then make the licence available to be used on another device. Should you wish to use more mobile devices for lead capture at the event, please ensure you order enough licences through your exhibitor portal under the 'order lead capture' tab.

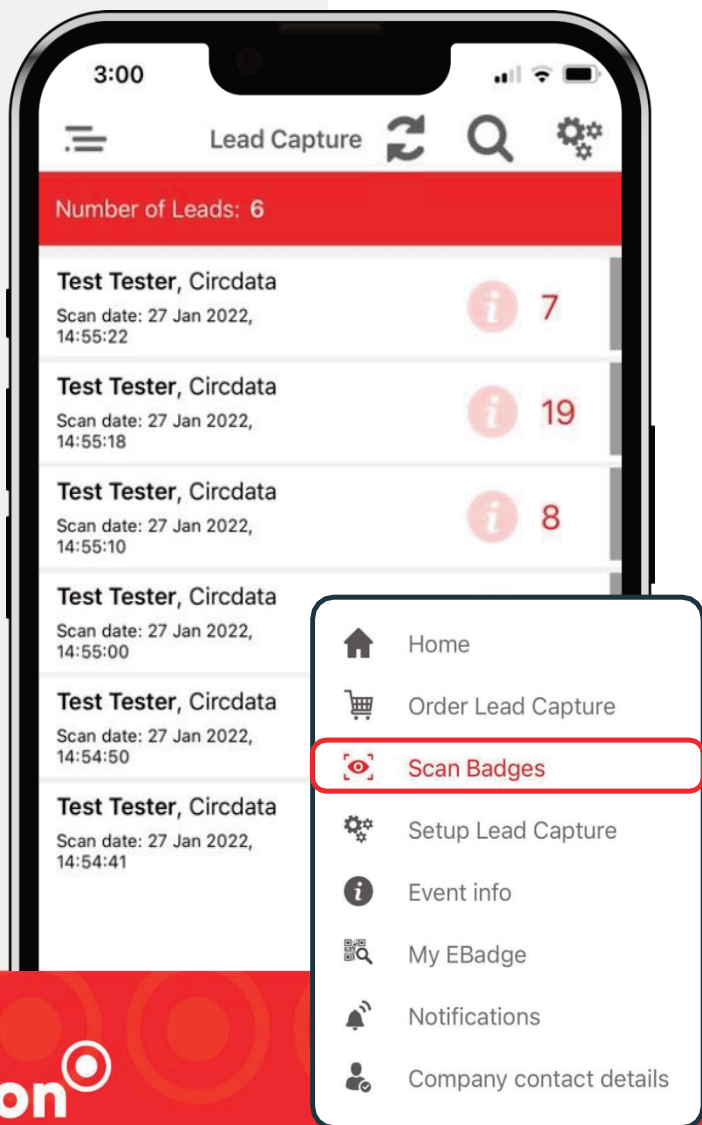


How can I get my leads?

The leads that your company has collected at the event will sync to your exhibitor portal. Your leads can be downloaded into a CSV file under the '**browse leads**' tab in your company's portal.

Where can I add my questions and products?

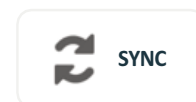
Firstly you will need to hover over the '**manage lead capture**' tab, the drop down will appear where you will see the questions and products sections. For the questions you can add three different question types these are Single select, Multi select and Text. For all question types you will need to add an answer. For example for text, you will need to add the answer '**Notes**'. To add a company product/service all you will need to do is press 'add new' and type the product, then select 'add' and then finally select 'save changes'.



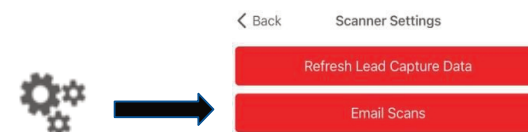
Exhibitor Portal

The Fusion Exhibit app works in conjunction with the exhibitor portal. All exhibitors will have access to their personalised portal, where they can order the app, manage and view their leads in real time, add and modify their own questions and also perform other functions such as ordering their exhibitor badges.

Leads that are scanned and synchronised from the Fusion Exhibit app are visible in the exhibitor portal immediately. This function allows personnel who are not present at the event to monitor and review leads while the event is still in progress. Data can be exported from the portal under the browse leads tab, in CSV format to allow direct import into an exhibitor's own CRM system.



In order to Sync or Auto Sync new information back to the server, an internet connection is necessary. However, if one is unavailable then this information will be stored on the app until Wi-Fi is available. If for any reason contact with our servers is not available at any time exhibitors are able to email a file containing all of the scanned leads to an email address of their choice, which means no data will be lost in the process. Due to data protection, this file does not contain the full leads details.



Parking

During build-up/breakdown – “follow-me” vehicles will take exhibitors and contractors to the exhibition area. Once at the site they will be guided into position by marshals. Please be patient when attempting to reach the exhibition area as it can get very congested. Please also park your vehicles as directed, so as not to unnecessarily obstruct access/exit routes from the site.

During open days - ALL exhibitors MUST park in the main ‘CCIA visitor car park’ (**POSTCODE FOR SATNAV: MK45 2JH**) and you must display an exhibitor’s pass to gain entry to this car park. And you must ensure that you have your exhibitor badge with you.

NO VEHICLES WILL BE ALLOWED ENTRY TO THE EXHIBITION AREA EXCEPT DEMONSTRATOR VEHICLES. Please ensure that ALL staff are made aware of this. There is no parking allowed on the grass around the exhibition area at all, should this occur, they will be moved immediately.

Please also note that on the open day’s exhibitor vehicles are not permitted to be left in the parking area overnight (i.e. mile straight parking area). If this does happen then a charge will be passed on to the Manufacturer from UTAC Millbrook.

Photographer

Fleet News’s freelance photographer, Chris Lowndes, is a long-established photographer having worked with Fleet News and Bauer Media for over 15 years, and in the media for 30 years and specialises in capturing the action at live events. Chris has a great reputation for delivering quality photographs and videos and meeting client briefs.

For all your CCIA requirements please contact Chris as below:

Chris Lowndes Photography Mobile: 07950 745076
Email: photos@chris-lowndes.com

If you are planning to bring your own photographer, due to UTAC Millbrook’s high security your photographer will be required to have a UTAC Millbrook Photographic Minder with him/her for the time the photographer will be taking photos.

You will also need to inform UTAC Millbrook your photographer’s name prior to arriving onsite, alongside this UTAC Millbrook will also require a full risk assessment. Please ensure this information is sent to **ccia@millbrook.co.uk** by **Monday 19th May 2025**.

Public Performing Rights

Any exhibitors that are providing music on their stands whether live or by means of TV, video, CD or presentations, for the purpose of promoting their company and/or its products must obtain a licence from the Performing Rights Society. This is not the organiser’s responsibility.

Licences only cost approximately £25.00 + VAT per day and failure to obtain a licence may result in legal action being taken against you by the Performing Rights Society, so please do not overlook this aspect. To assist you in obtaining this licence please call the Performing Rights Society on **0800 072 0808**.
www.prsformusic.com

Please note it is the exhibitor’s responsibility to ensure that they apply for any of the above-mentioned licences.

Ride & Drive Regulations

Route: Drivers will follow the blue arrows on leaving the exhibition area and the red arrows on returning from the Hill Route to the High-Speed Bowl and Exhibition Area. The route comprises of one circuit of the Hill Route followed by two laps of the High-Speed Bowl, then return to the Exhibition Area.

Drivers will be asked to adhere to the route outlined above as each test drive has a time allotted to it, and other people will be awaiting your return to test drive the vehicles.

The off-road course will be available for 2025 for those manufacturers who have requested it (an instructor must be present in the vehicle at all times). The last mile Delivery Route (City Course) will be available for suitable vehicles only.

Unauthorised track photography: Please note that unauthorised photography is forbidden and may result in your removal from the event.

IMPORTANT - If any vehicle suffers a mechanical fault, or if the driver suffers any other problem, they will be asked to switch hazard warning lights on, keep to the left-hand side of the road and stay in the vehicle until a marshal arrives to assist, as walking anywhere on the track is PROHIBITED at UTAC Millbrook. Marshals will be situated at various vantage points around the tracks along with mobile patrols who will continuously monitor the tracks, so assistance will always be close at hand.

For your information - Visitor Driving Regulations:

- a) Headlights on dipped beam at all times
- b) Seat belts must be worn at all times
- c) Observe all traffic regulations – ALL SPEED LIMITS MUST BE ADHERED TO.
- d) Use direction indicators when changing lanes and turning
- e) Road speed is governed by road/traffic conditions
- f) Give way to emergency vehicles showing blue flashing light
- g) High Speed Bowl entry lights - RED = closed, AMBER = enter with caution
- h) Lane lights on High-Speed Bowl - RED = keep out, use another lane, AMBER = use with caution
- i) Mobile phones must not be used under any circumstances.
- j) If you see an emergency vehicle STOP and wait until the unit has passed – it may not go the way you expect it to in an emergency.
- k) High-Speed Bowl Lanespeed:

Lane 1 - 10-40 mph

Lane 2 - 30-60 mph

Lane 3 - 50-70 mph

Lane 4 - 50-75 mph

Lane 5 - DO NOT USE THIS LANE. RESTRICTED FOR USE BY UTAC MILLBROOK TEST DRIVERS AND COMPANY CAR IN ACTION PROFESSIONAL DRIVER DEMONSTRATION VEHICLES ONLY.

Security

UTAC Millbrook is a secure area; security is maintained on a 24-hour basis both within the complex and at the main entrance. During the closed period continual surveillance of the main exhibition area will be maintained. No exhibitor, his agents or any other person acting on behalf of the exhibitor will be allowed in Millbrook Proving Ground after the exhibition has closed without prior written agreement.

Strict security is maintained at the exhibition area and personnel will experience difficulty in gaining entry to the site if they are not in possession of the necessary contractor/exhibitor pass.

N.B. NO PERSONNEL MAY STAY IN THEIR UNITS AFTER THE EXHIBITION HAS CLOSED AND UTAC MILLBROOK AND BAUER MEDIA ARE NOT RESPONSIBLE FOR ANY PERSONAL ITEMS LEFT IN ANY OF THE HOSPITALITY UNITS.

Vehicle Passes – Specifically for Track Vehicles

Demonstrator Vehicles – all manufacturers will be issued with an official CCIA vehicle number which will be distributed at the Safety Briefing meeting – in the right wing of Concept 1 at 3pm on Tuesday 10th June 2025. Only vehicles displaying the official CCIA numbers will be allowed onto the track. Manufacturers will be required to affix a number to the front and back windscreen so they can be easily identifiable on the tracks. Any vehicles that arrive at the exit of the steering pad during the live track opening times without an official CCIA vehicle number in the front and rear of the vehicle will be sent back to the stand and will not be given access to the track facilities until the relevant numbers have been applied to the vehicle's windscreens.

All key manufacturer stand personnel must attend the briefing please and full details will follow prior to the event.

It is a requirement that all manufacturer/exhibitor staff wishing to drive on the tracks, must watch the safety video prior to going on the tracks and follow the standard CCIA licence check procedure.

For CCIA 2025 there will be a safety briefing area located in Concept 2 during the event.

The Visitor

Visitors will be allowed on site from 0830 hours on each open day (test driving will commence from 0900 hours). They will drive their vehicles to the visitors' entrance where they will show their pre-registration email and will have their vehicle marked with a red sticker. All visitors will then follow directions from static marshals to the parking area situated on the mile straight. From there the visitor will be taken by an official courtesy vehicle to the registration area where they will be able to print off their badge and collect the correct coloured lanyard (to enable you to identify fleet sizes and leasing personnel as they approach your stand).

All visitors this year will be required to bring their licence summary sheet with them when attending CCIA. They can either print off at home or print off when they arrive on site in registration. Details will be checked onsite by our registration team/licence checkers to ensure that they are eligible to drive at the event. Visitors will have signed the indemnity in advance (when pre-booking test drives) and will watch the Safety Briefing video on site as part of the registration process. All driving badges will be marked with a D, confirming they are eligible to drive.

It is important to note that there are two types of visitor pass.

1. **Normal Driving Pass** for fleet operators and leasing personnel
2. **Non-Driving Pass** for people accompanying fleet operators e.g. fleet sales staff from exhibiting manufacturers, dealers, guests.







Any new/walk up visitors will be required to produce their current licence summary sheet and the details will be checked onsite by our registration team/licence checkers to ensure that they are eligible to drive at the event. They will be asked to sign an indemnity and watch the Safety Briefing video. Badges will be marked with a D confirming they are eligible to drive.

It is essential that you exchange the vehicle keys for the visitors driving licence and vice versa on the completion of the test drive – this will ensure your keys are returned after each test drive.

After going through the registration process on site and printing off their badges, the visitor will make their way to the Steering Pad where they will visit the manufacturer stands for their pre-booked drives and/or book their driving slots directly with yourselves.

Audience Identification

Please note that all visitors will be issued with coloured lanyards on arrival at the event allowing you to easily identify the various fleet sizes and leasing personnel. Breakdown as below:

	Blue	Sub-25 fleets
	Orange	26-100 fleets
	Yellow	101-500 fleets
	Red	501+ fleets
	Green	Leasing personnel
	Black	Exhibitors and CCIA staff

Wi-Fi and Internet Access

Visitors and exhibitors to Company Car in Action can connect to free Wi-Fi across the venue, enabling them to stay connected to their homes, offices and social media networks while they're attending the event, all for free. This can be accessed using a Wi-Fi compatible device, such as mobile phone, laptop or tablet. The free Wi-Fi coverage is available in the following areas at the event:

- **Concept 2 - Main registration area**
- **Concept 1 – Seminar theatre, Micromobility zone, coffee Lounge and main Information Point**
- **Manufacturer external exhibitor stands**
- **There will also be Wi-Fi in the catering pavilion**

The Millbrook site is served by a 1Gbps leased internet connection, which connects the Wi-Fi and any dedicated bandwidth requirements. There is strong WiFi signal throughout the venue with a target signal strength of -67dBm or more and a maximum synchronous capacity of 300Mb/s each way on a single connection. There is a VIP and open system, both fully configurable with or without reserved bandwidth limits, configured to handle a large number of simultaneous logins to provide capacity at periods of high demand. CCIA 2025 will have on site Wi-Fi technical support available for the duration.

Should you wish to look into an enhanced Wi-Fi option for your stand then please contact UTAC Millbrook who will be able to assist you further.

ccia@millbrook.co.uk



THE UK'S PREMIER DRIVING EVENT

We hope you have found the exhibitor manual useful in preparation for your attendance at Company Car in Action 2025.

FOR ANY OTHER QUERIES PLEASE CONTACT:

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