

THE UK'S PREMIER DRIVING EVENT



**COMPANY
CAR IN ACTION**

10-11 JUNE 2026 | UTAC MILLBROOK

www.companycarinaction.com

MANUFACTURER OPERATIONAL MANUAL

| | |
|---|-------|
| Timetable/Show Opening Times | 3 |
| Manufacturer Stand Layout – Steering Pad | 4 |
| Manufacturer Stand Layout – Bridport | 5 |
| Guidance - Hospitality / Booking Units / Structures | 6 |
| Build-up Information / Hospitality Units | 7 |
| Health & Safety | 7 |
| Transporter Drivers | 7 |
| Map/Directions – UTAC Millbrook Location | 8 |
| Tracks Facilities | 9 |
| Alcohol | 10 |
| Breakdowns | 10 |
| Catering | 10 |
| Electrical Supply | 11 |
| Fuel Requirements | 11 |
| Lead Capture | 12-23 |
| Parking | 24 |
| Performance Rights | 24 |
| Photography | 24 |
| Ride & Drive Regulations | 25 |
| Security | 26 |
| The Visitor | 26 |
| Vehicle Passes | 26 |
| Wi-Fi | 27 |
| Audience Identification | 27 |
| Route for HGV and Coaches | 28 |



This manual has been prepared to assist exhibitors in planning their participation at Company car in Action 2026, alongside this document is a 'manufacturers requirements form' that **must be completed and returned by Monday 18th May 2026 please.**

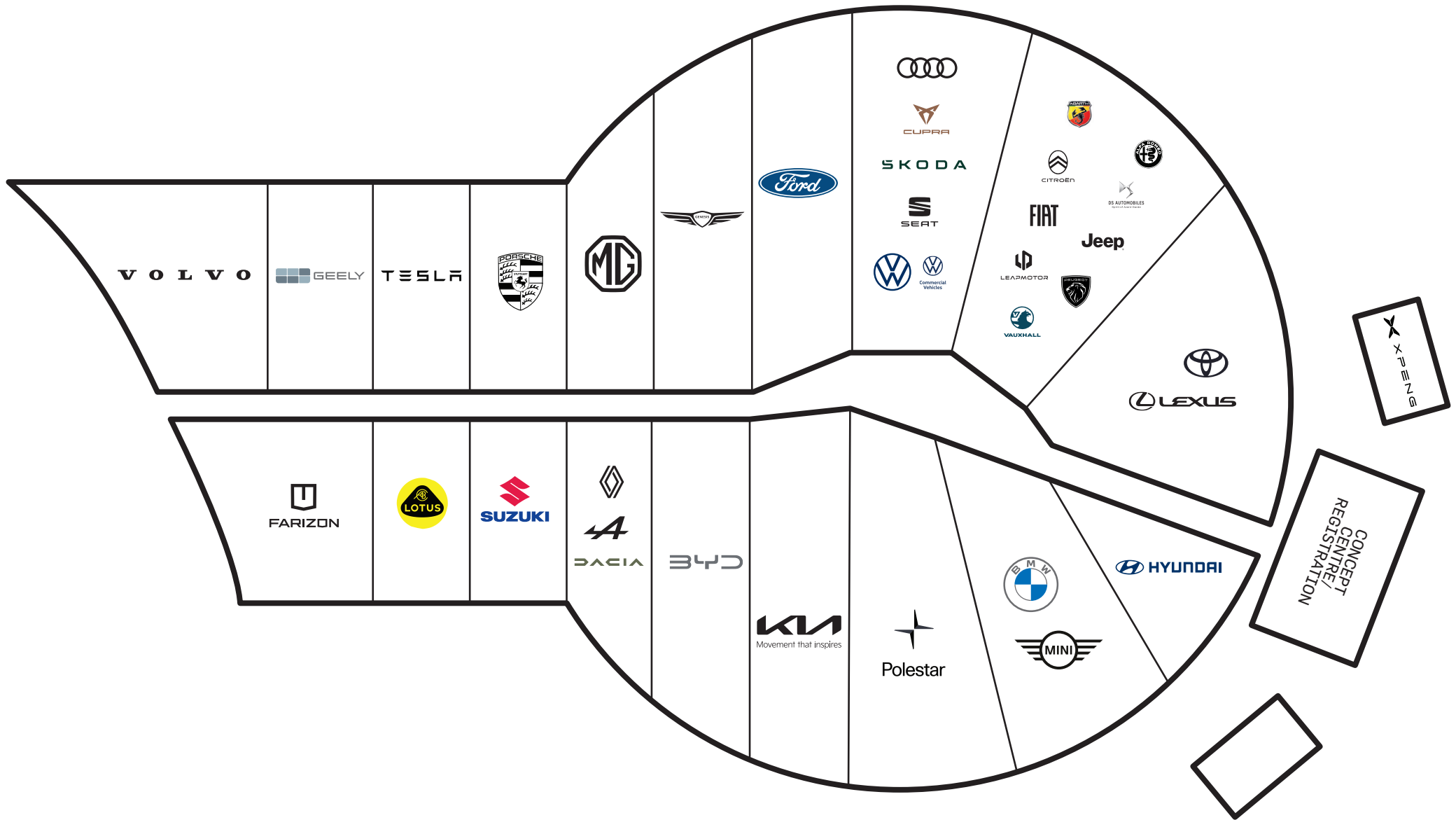
| | | | |
|-----------|------------------|---|--|
| Monday | 8th June | Build-up Manufacturers /exhibitors | 1000 – 1800 hrs (by appointment only. Please book this with UTAC) |
| Tuesday | 9th June | Build-up Manufacturers /exhibitors | 0800 – 2000 hrs |
| Wednesday | 10th June | Exhibitor hours Visitor hours: (entrance) (driving) | 0700 – 1830 hrs 0830 – 1700 hrs 0900 – 1700 hrs (Last drive at 1630 hrs) |
| Thursday | 11th 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 | 12th June | Breakdown continued if needed | 0800 – 1400 hrs (by appointment only. Please book this with UTAC) |

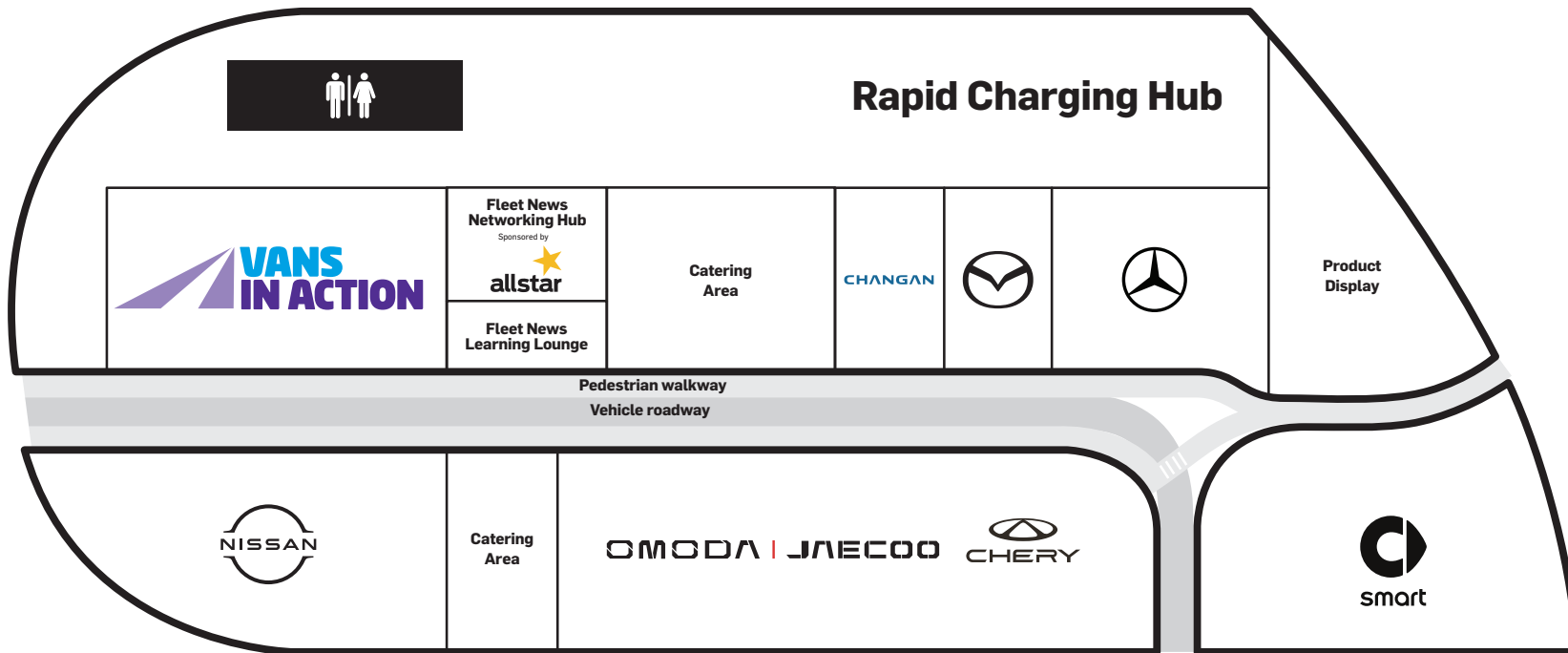
If you require access to site on Monday 8th June 2026 then please email ccia@millbrook.co.uk. This set up day is by appointment only and must be agreed with UTAC Millbrook in advance.

All vehicles, units and property must be cleared from Millbrook Proving Ground by 22.00 hours on Thursday 11th June 2026.

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, we wish to bring to your attention that the layout of the Steering pad will remain the same for the 2026 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.

Route from M1:

Cars only: From the M1 Junction 13, follow the A421 towards Bedford.

After 3.3 miles take the Marston Moretaine exit and take the fourth exit off the roundabout.

Continue on Beancroft Road for the next two roundabouts, following signs for Marston Moretaine.

Turn left at the T-junction, then immediately right following the signs to UTAC Millbrook.

Follow road through village, turning left just before Marston Social Club, towards UTAC Millbrook.

Cross level crossing, following road for approximately 1/2 mile. UTAC Millbrook Entrance is on the right.

HGVs: From the M1 Junction 13, follow the A421 towards Bedford.

After 7.7 miles take the A6 ramp to Interchange Retail Park.

Then take the first exit at the roundabout towards Bedford.

After 7.7 miles take the A6 ramp to Interchange Retail Park.

Then take the first exit at the roundabout towards Bedford and continue for 0.4 miles.

Now follow the directions shown opposite from the part marked*.

Route from the A1/HGV:

From the A1 Black Cat Roundabout follow the A421 for 9.3 miles towards Bedford.

Take the A6 ramp to Bedford (sign posted for Interchange Retail Park & Elstow).

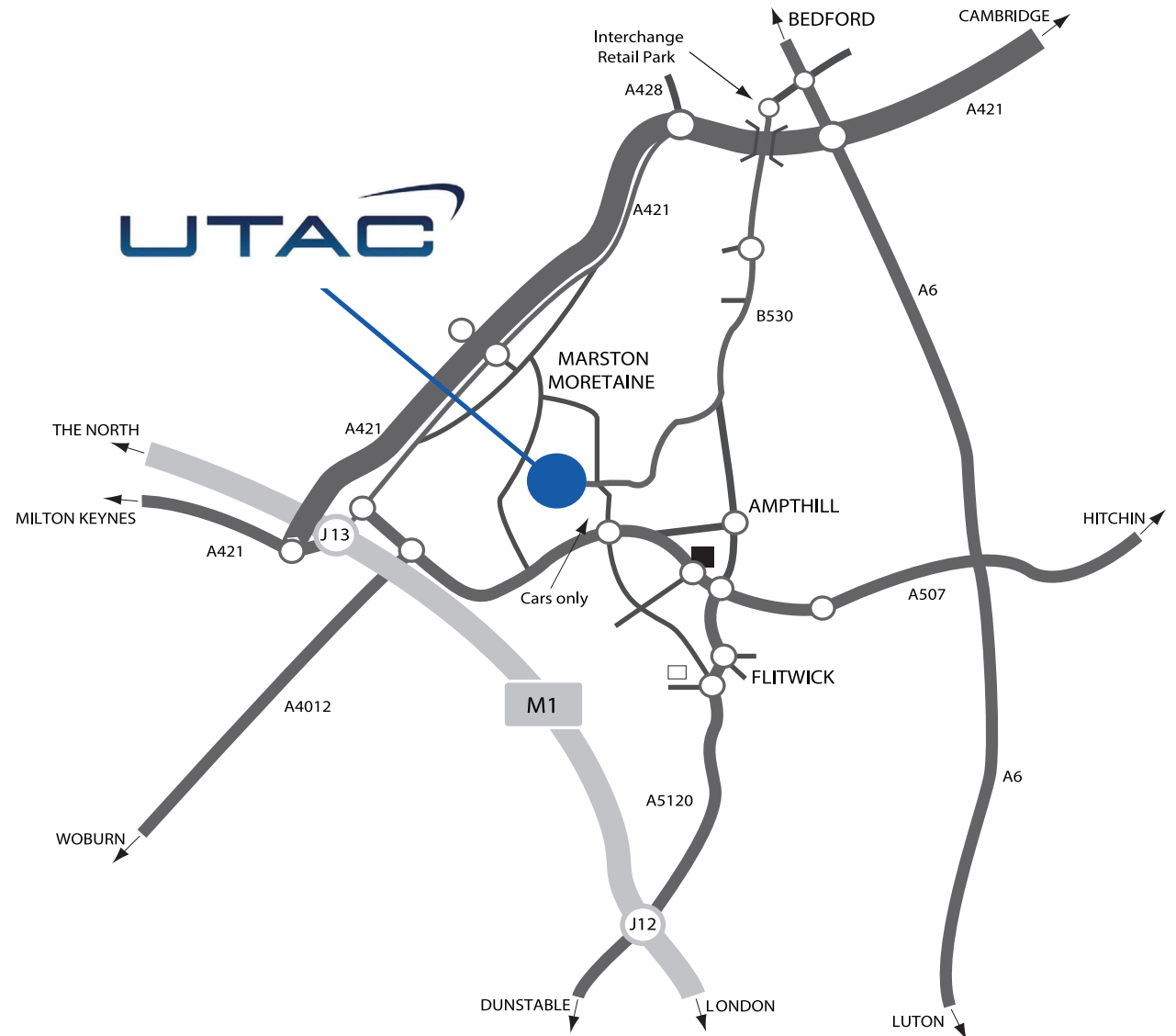
At the roundabout, take the 4th exit towards Bedford and continue for 0.5 miles.

* Turn left at the traffic lights onto Ampthill Road towards Interchange Retail Park.

In half a mile at the Roundabout continue straight onto B530. In 2 miles at the roundabout continue straight again onto B530. After 1.5 miles turn right onto Millbrook Road.

Follow this road until reaching UTAC Millbrook entrance on your left. (Do not turn left into Millbrook village).

**PLEASE NOTE POSTCODE FOR MAIN 'CCIA VISITOR ENTRANCE':
MK45 2JH**



CCIA Track Facilities Available for All Visitors

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

CCIA 2026 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 8th June 2026

Manufacturers setting up on **Monday 8th June 2026** 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 9th June 2026

There will be refreshments vans situated on the Bridport Grass selling coffee and snacks between the hours of 0900 – 1600 on **Tuesday 9th June 2026 (cash and cards accepted).

Show catering - Wednesday 10th & Thursday 11th June 2026

** 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 10th & Thursday 11th June 2026

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 18th May 2026**. The official caterers are: UTAC Millbrook Events Catering Millbrook Proving Ground Millbrook Bedfordshire MK45 2JQ

CCIA 2026 - Private Exhibitor Only Lounge/Lunch Options

Following the success of last year, we will once again 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.

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

As last year, for CCIA 2026 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 and went down so well in 2025, 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 2026 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 18th May 2026**. 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 9th June 2026**. 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 | 9th June | 0900 - 1830 hrs |
| Wednesday | 10th June | 0900 - 1830 hrs |
| Thursday | 11th 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.



Fusion Engage User Guide

Your complete guide to capturing and managing leads
with confidence at live events

Run Events Better. Simply.

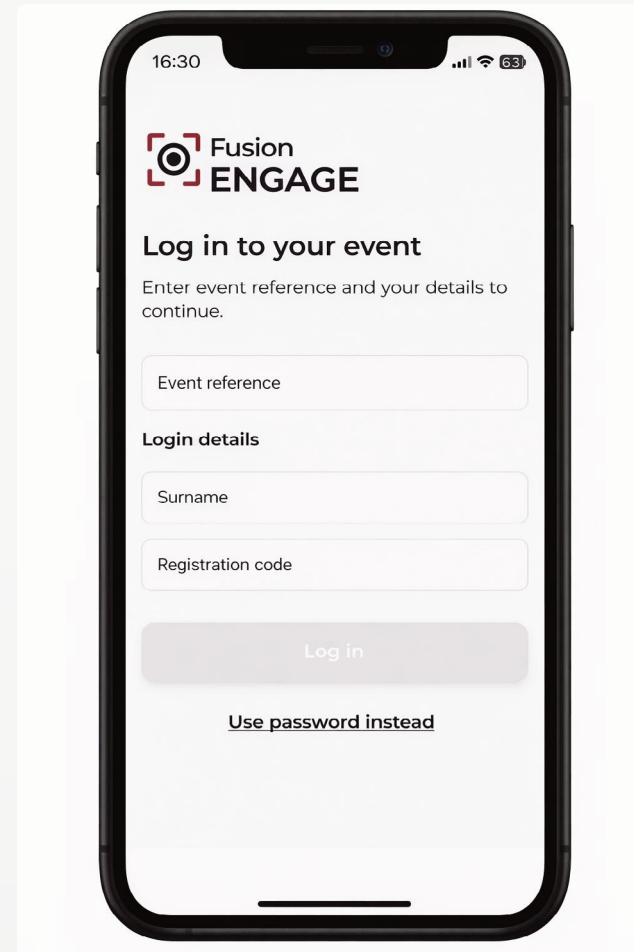
Welcome to Fusion Engage

Fusion Engage is a mobile app designed to help exhibitors capture, qualify, and manage visitor leads quickly during live events. It works seamlessly with the Exhibitor Portal, giving you access to your leads both on your device and online.

Supported devices:

- iOS (iPhone and iPad)
- Android phones and tablets

Fusion Engage is built for speed, simplicity, and reliable use on the show floor.



Getting Started

Download the App

Fusion Engage is available on the Apple App Store and Google Play Store for iOS (iPhone and iPad) and Android devices.



Logging In

1. Open the Fusion Engage app on your device
2. Enter your Event Reference (available in the Exhibitor Portal e.g. CPC26)
3. Enter your Surname
4. Enter your Badge Code / Registration Code

Logging In

Each user must log in using their own surname and unique badge code. Your badge code is in your Exhibitor email confirmation or printed on your badge. These details remain the same throughout the event.

- If your login details don't match your badge or event reference, check the Manage Badges section in the Exhibitor Portal.

You're Ready to Go

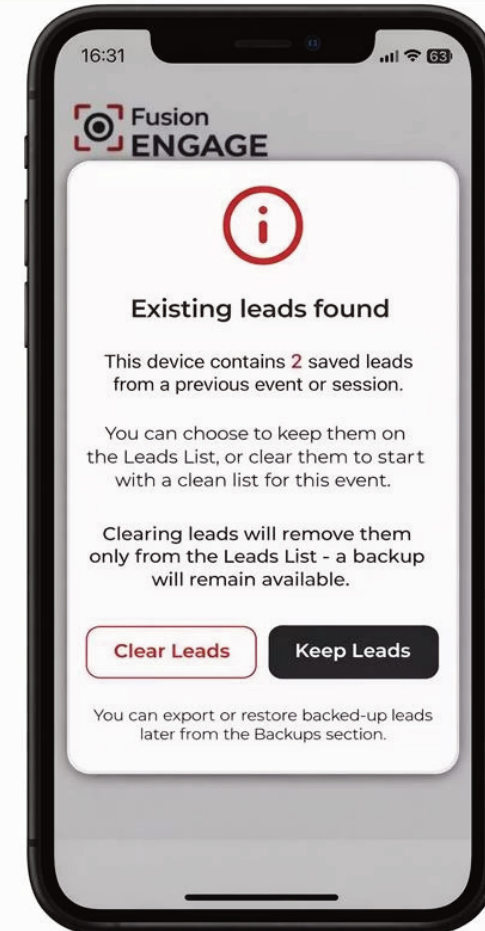
You can now start scanning badges and capturing leads. Make sure camera permissions are enabled on your device.

Before You Start

📄 Check for old data

If your device was used at a previous event, it may contain old lead data. Before you begin, make sure you're logged out of the app. Mixing leads from different events can cause confusion and data management issues.

If prompted to delete existing leads on login, do not delete them if you have already started scanning on current event. Contact the Fusion Events Team at the Lead Capture Point if you're unsure.

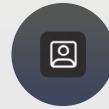


Getting Around the App



Scan QR Code

Start scanning visitor badges to capture new leads.



Leads

Review all captured leads, edit details, or add notes.



Sync Leads

Upload your leads to the Exhibitor Portal when connected to Wi-Fi.

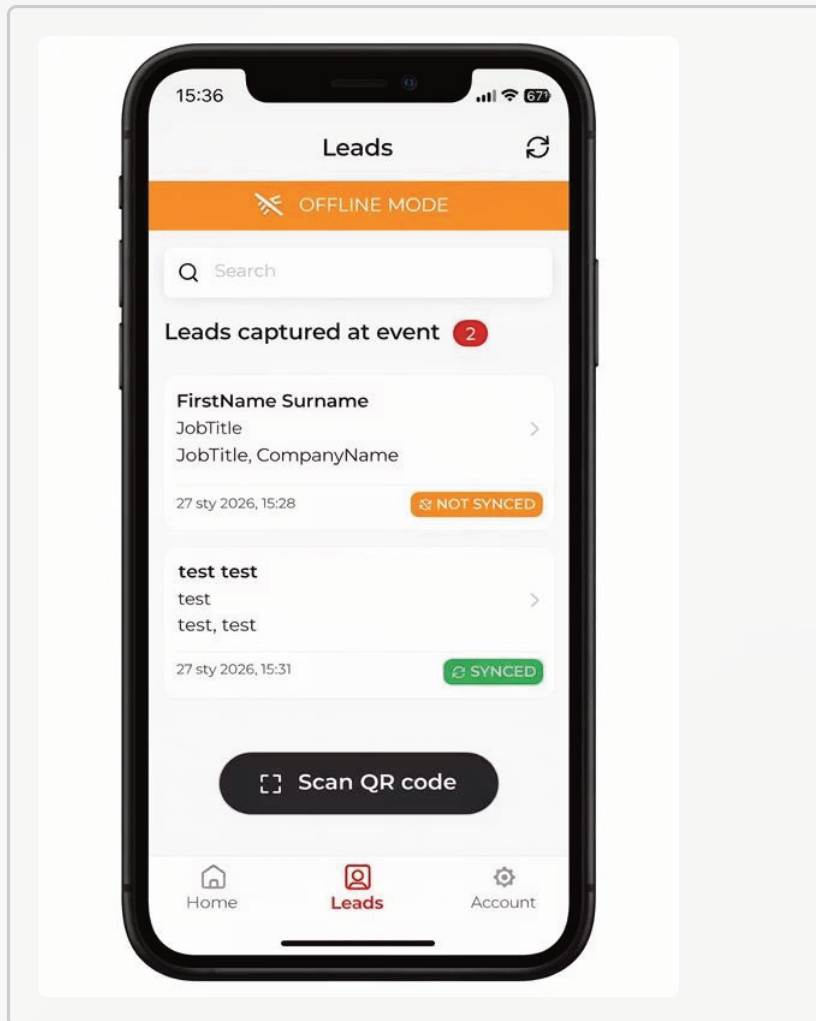


Account

Access backup options, event details, and account settings.

Navigate between these key functions using the icons on your home screen. Everything you need is just one tap away.

Capturing Leads



Scan QR Code

Point your camera at the visitor's badge QR code. The app automatically extracts their contact details and adds them to your leads list.

After scanning, you can save and exit or save and continue to the next visitor. Once saved, the lead is stored on your device.

Top tip: Ensure good lighting and hold steady for best results.

Leads sync automatically when you're online. If you scan a barcode instead of a QR code, it will display as numbers and letters until synced with the database.

Qualify Your Leads

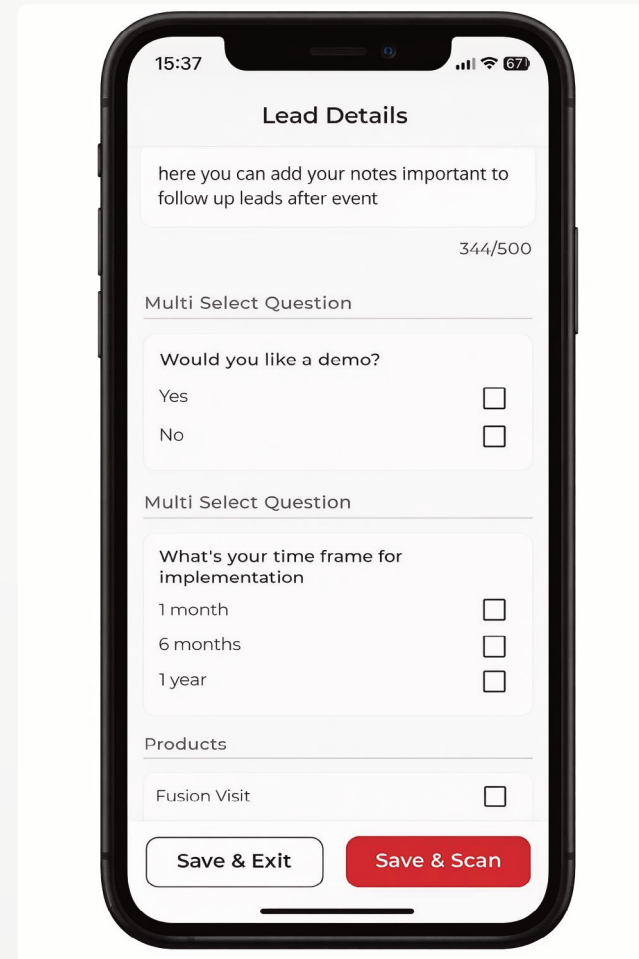
Capture notes instantly

Add comments about the conversation, specific interests, or next steps whilst the interaction is fresh. These notes are invaluable for meaningful follow-up.

Tag with categories

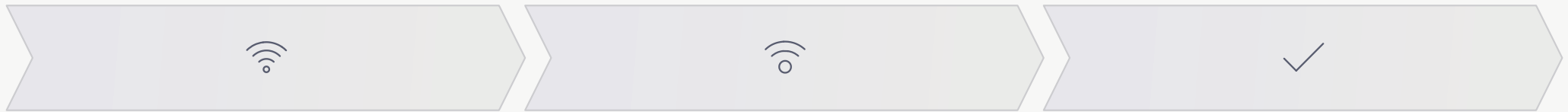
Use custom Products and Questions to group leads by product interest, industry, or other relevant criteria. Set these up before the event in the Exhibitor Portal.

Top tip: If you add or change Products or Questions after opening the app, refresh the settings in the Account section. Other team members using the app will need to do the same.



Syncing and Offline Mode

All captured leads are stored on your device and synchronised with the Exhibitor Portal when an internet connection is available.



Capture offline

No Wi-Fi? No problem. The app stores all leads locally on your device so you can keep working without interruption.

Connect to sync

When you're back online or on a break, tap the sync button to upload all leads to the Exhibitor Portal.

Confirmation

You'll see a success message when syncing is complete. Your leads are now safely backed up.

📌 **Important:** Sync regularly throughout the day to prevent data loss and ensure your team has access to the latest leads.

Data Safety and Backups

1

Local Backup

Every lead is saved to your device storage immediately. You can create and email backup files from the Account section. Note: Backup files contain **reference IDs and basic details only**. An email account must be configured on your device. Backups are a safety measure, not a replacement for syncing.



2

Synchronisation

When you sync, leads are uploaded to secure cloud servers with encryption, ensuring they're safe even if your device is lost. Full lead data is available for download from the Fusion Exhibit web platform under My Leads.



3

Export Options

You can export a copy of your leads as a CSV file from the Account section for additional peace of mind.



Frequently Asked Questions

What does 'All licences are in use' mean?

All allocated licences have been used by your team members. Order more licences through the Exhibitor Portal under 'Order lead capture'. To free up a licence, expire it in the Manage Lead Capture section and log out of the app.

How do I expire a licence?

Log into the Exhibitor Portal, go to Manage Lead Capture > Lead Capture App Licences. Select the user and press Expire. Log out of the app to complete the process.

Where do I add Products and Questions?

In the Exhibitor Portal before the event, go to Manage Lead Capture > Products and Questions. You can add three question types: Single select, Multi select, and Text.

How do I get my leads?

Leads sync to the Exhibitor Portal automatically. Download them as a CSV file from the My Leads tab. If leads aren't synced on your device, manually sync them first.

Why doesn't my exported file contain all details?

Device exports contain only visible information for data protection. Full contact details are available in the Exhibitor Portal once leads are synced.

Why are some leads showing as random characters?

This happens when you scan a barcode instead of a QR code. Details will update to full contact information once synced.

Do I need internet to use the app?

You need internet to log in and access the scan page. Once logged in, the app works offline and stores leads locally on device. Syncing leads with Exhibitor Portal also requires an internet connection.

Who can help if I have issues?

During the event, contact the Fusion Events Team at the Lead Capture Point. Before or after the event, email exhibitors@circddata.com or call +44 (0)208 149 9222.

Best Practices for Success



Keep your device charged

Start each day with a full battery and bring a power bank. A dead device means missed opportunities.



Sync during breaks

Check for unsynced leads during lunch or quiet periods and manually sync them. At the end of the event, ensure all leads are synced.



Add notes immediately

Capture conversation details whilst they're fresh. Waiting until later means you'll forget important context.



Ask for help

If you encounter issues at the event, contact the Fusion Events Team at the Lead Capture Point. You can also call **+44 (0)208 149 9222** or email **exhibitors@cirodata.com**.

Run Events Better. Simply.

Fusion Events – Your partner in seamless event management

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 18th May 2026**.

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 CCIA 2026 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 9th June 2026**. 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 2026 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

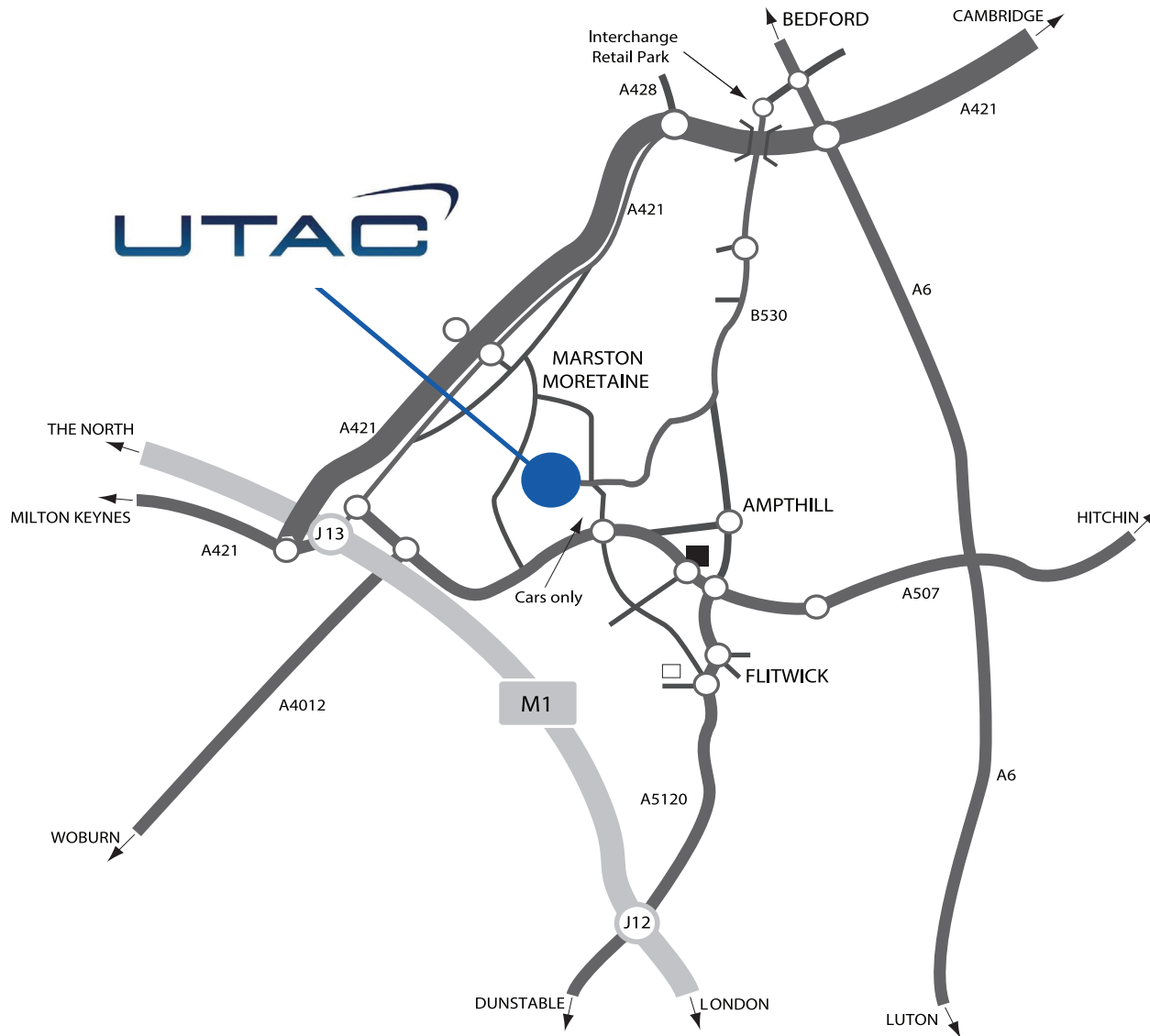
Visitors and exhibitors to Company Car in Action can connect to free Wi-Fi across the venue, enabling them to stay connected to their homes, offices and social media networks while they're attending the event, all for free. This can be accessed using a Wi-Fi compatible device, such as mobile phone, laptop 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 2026 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



ROUTE FOR HGV AND COACHES

ROUTE FROM M1

From the M1 Junction 13, follow the A421 towards Bedford.

After 7.7 miles take the A6 ramp to Interchange Retail Park.

Then take the first exit at the roundabout towards Bedford.

After 7.7 miles take the A6 ramp to Interchange Retail Park.

Then take the first exit at the roundabout towards Bedford and continue for 0.4 miles.

Now follow the directions shown opposite from the part marked *

ROUTE FROM A1

From the A1 Black Cat Roundabout follow the A421 for 9.3 miles towards Bedford.

Take the A6 ramp to Bedford, sign posted for Interchange Retail Park & Elstow.

At the roundabout, take the 4th exit towards Bedford and continue for 0.4 miles.

* Turn left at the traffic lights onto Ampthill Road towards Interchange Retail Park.

In 0.5 mile at the roundabout continue straight onto B530. In 2 miles at the roundabout continue straight again onto B530.

After 1.5 miles turn right onto Millbrook Road.

Follow this road until reaching UTAC Millbrook entrance on your left. **(Do not turn left into Millbrook village).**



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 2026.

FOR ANY OTHER QUERIES PLEASE CONTACT:

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