

FastTrack



The newsletter of Delivered On Time

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ISSUE 1



with the progress of Delivered On Time (D.O.T) - the location logistics company formed just three years ago, following the acquisition of Shand (Air Cargo).

Based near London Heathrow, D.O.T's dedicated staff has over 80 years experience of high value, time sensitive location logistics and offers seamless global solutions for all motorsport, broadcasting and events activities, as well as general cargo movements. The company these days boasts a seafreight specialist, Seacon, and is

one of only a handful of London-based logistics firms to operate its own in-house ATA Carnet service (see back page).

As you will also read, we have just completed a second very successful season on behalf of the A1GP World Cup of Motorsport, for whom we are the official logistics partner. This year has seen us step up our commitment to Formula One too, and we are now moving a substantial amount of hospitality equipment to all the GPs for the likes of BMW, Renault and Williams, as well as

handling TV equipment for the fly-away events for a number of major broadcasters. The M-Sport story highlights another string to our motorsport bow, while the Lamborghini case study gives a taste of the first-class events service we can provide for any company.

We hope you enjoy learning more about us and that you'll give us a call if you ever have a logistics problem that needs solving - we love a challenge!

*Paul Fowler
Managing Director*

WELCOME to the inaugural edition of *FastTrack*, the newsletter designed to keep you in touch



Accelerating up the Grand Prix grid

D.O.T is increasingly involved in the heady world of Formula One, and has for some time had the responsibility of moving the broadcast equipment of leading TV companies to the fly-away F1 Grand

Prix races. It has also handled the Paddock Club (corporate hospitality) logistics requirements for various teams and their sponsors at these events and, new for 2008, is providing the same

service for BMW, Williams and Renault at the 10 European rounds too.

Such is the level of demand on D.O.T's expertise for the current Formula One season, that it has not only increased

the size of its dedicated team attending the long haul Grands Prix, but has established a fleet of four articulated trucks to carry all the hospitality equipment to the European events - the first of which was in Spain on April 27.

Broadcasters RTL (Europe's biggest TV, radio and production company), ITV, Fuji, MTI, Telecinco

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and Sky Italia are relying on D.O.T to deliver their fragile cargoes to the eight fly-away events on time and return them equally unscathed, while BMW, Williams and Renault are counting on it safely conveying all the items that comprise their vital corporate hospitality suites to all 18 rounds – everything from the flooring and furniture to the plasma TVs and Play Stations.

Failure is not an option

Said D.O.T Managing Director Paul Fowler, "A 'one-size fits all' service is no good for the broadcasters we represent. They need bespoke attention, where the transportation is micro-managed at all stages. Our dedicated team understands the local requirements of each



country involved and can ensure there are no hold ups at the borders. This is absolutely paramount, as the equipment has to be in place once a broadcaster's expensive satellite time commences. Missing that transmission window altogether is simply unthinkable – failure in our business is not an option!"

D.O.T's job does not end on arrival at the circuits either, and it delivers and sets up the equipment

precisely wherever it is required on site – be that in the main control room or a remote commentary position on the circuit. All the client has to do is turn up and assume command.

The responsibility of managing the movement of the Paddock Club equipment is arguably just as great. Formula One is big business and properly entertaining their corporate clients is almost as important for top teams

such as BMW, Williams and Renault as their success on the track.

A first class service

D.O.T's growth in Formula One is no accident. Like its appointment as official partner to the A1GP World Cup of Motorsport, it has been achieved by providing a first class service over a number of years, as it has in other areas of the motorsport world.

Fast Ford Freight



M-Sport is the company that has delivered Ford two successive World Rally Championships. Based in Carlisle and masterminded by former British Rally Champion Malcolm Wilson, it has the responsibility of preparing and running no less than three teams at every one of the 15 rounds of the series - the Works Ford BP Abu Dhabi one and those for Stobart Motorsport and Munchi's.

The company selected D.O.T to handle the location logistics for all three sets of rally cars, plus the mountain of attendant marquees, spares, tools etc that comprise a modern front running rally team competing on the world stage. From Argentina to Jordan and Corsica to Japan, it's D.O.T that holds the key.

D.O.T's service is A1

Having proved its capability in the previous season, D.O.T was made the 'official logistics partner' to A1GP for the 2007/2008 series, the first round of which was held at Zandvoort in the Netherlands on September 29/30.

The series – the World Cup of Motorsport – comprises 22 national teams competing over 10 rounds in a total of five continents. D.O.T's substantial commitment is to move the related 200,000 kgs of racecars (27 in total – 22 team cars plus 5 spares) and allied equipment to and from each country and, in every case, complete the set up for the event prior to the arrival of the teams and operational staff. In addition to the cars, the



freight includes: team equipment; track signage; hospitality requirements; marketing materials; TV equipment; medical car;

course car and safety car etc. Courtesy of a global network, D.O.T is able to supply the full package of

logistics and management required. Movements are made by a carefully co-ordinated mix of seafreight, airfreight and road haulage.

Said D.O.T's Sales and Marketing Director Alistair Crompton, "D.O.T has demonstrated three years of very rapid expansion. With careful acquisition and organic growth, there is no reason why this should not continue."

"Winning the A1GP contract for a second year is another example of our ability to succeed in a niche market."



Lamborghini logistics

When Lamborghini ran a pre-launch programme of events for the luscious Gallardo Spyder, they turned to D.O.T to handle the logistics. The highest level of confidentiality was required, as the supercar had yet to be unveiled to the general public.

The tour involved no

less than 17 destinations, including an east to west tour of the USA, and D.O.T was tasked with moving the car and a substantial stage set from location to location, and handling all the associated liaison with the event management company RSM and the venues.

Said Manfred Fitzgerald, Brand and Design Director for Automobili Lamborghini, "The programme was a great success and we are hugely grateful to D.O.T for all its efforts in ensuring the car was delivered



on time for all events. Communications during the critical delivery in to each venue, as well as the discreet removal afterwards, were first-class: the car's identity and image were guarded

from media and public at all times, and the management and reporting of the project throughout was perfect. We will continue to work with D.O.T on special projects."

A few things you didn't know about D.O.T

1 Shell decided to highlight their 50-year partnership with Ferrari by creating a TV commercial of an F1 car apparently completing a lap of the world - five cars, six venues.

D.O.T was charged with the complete co-ordination and on site delivery for each location, the handling of all customs formalities, liaison with the advertising agency, TV crew and client etc.

2 As well as the fleet of gleaming new artics it has created to handle its F1 corporate hospitality commitments, the company has just purchased a range of new vans for moving TV/broadcast equipment around the London area and motorsport items across the UK.

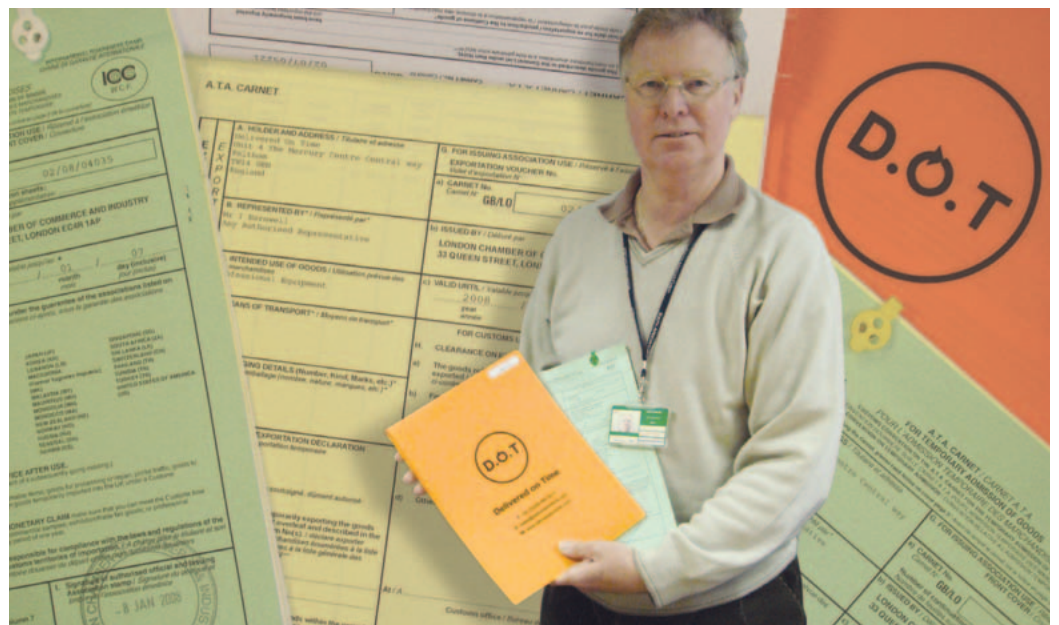
3 It has handled the location logistics for numerous TV reality shows, major sports events etc - they include: I'm A Celebrity Get Me Out Of Here; Love Island; Castaway; The Melbourne Cup (swimming); Flushing Meadows (tennis) and the 20/20 cricket tournaments.



4 The company sponsors D.O.T director Tony Simpson's entry in the British Rally Championship. A former VW and MG Works driver, Tony is running a development Citroen C2R1 in the series. www.simpsonrallying.com

5 Among its many top broadcast clients are such TV giants as: NBC News; Charter Broadcast; ABC News; CNN; AP Television News and BSkyB.

6 54 year old Shand (Air Cargo), part of the D.O.T Group, is the oldest non-airline company based at LHR.



Calmly creating Carnets

IN THE LAST 30 years or so, ATA Carnets have greatly simplified the temporary export of a whole range of goods to countries the world over - some 70 at the last count from Algeria to Australia and Croatia to Canada. The major emerging nations of China and India are not yet in the scheme, but are expected to be soon.

A Carnet is a temporary export document that eliminates the need for a customs declaration at border points, and the deposit of a guarantee, bond or cash in the country concerned. In short, it is a passport for goods.

Creating Carnets for its clients is a fundamental service for D.O.T, the responsibility for which falls to Dave Durrant. Now in his 65th year, Dave has worked for the D.O.T group for no less than 42 years - 37 on operations and 5 on Carnet production.

For each of the last two years he has created between 300 and 350 such documents. Clients

like A1 GP, for whom D.O.T are the official logistics partner, can require as many as 65 alone - for each round of the international series D.O.T is responsible for freighting all the race cars, track signage, broadcast equipment etc.

Two months is the shortest term for which a Carnet can be issued. Companies constantly moving equipment from one country to the next can frequently save money by opting for a 12-month document. However, this only works if the list of goods remains unchanged throughout the year, as it is impossible to amend the Carnet once it has been issued.

No coincidence

Once drafted, the documents have to be ratified by the Chamber of Commerce. It is no coincidence that the nearest such office is in Hounslow, just 2.5 miles from D.O.T's headquarters. The forms can be transmitted on line these days, but the Carnets still have to be collected on approval.

Twenty-four hours is a comfortable turnaround time, but D.O.T can conjure up a Carnet in as little as 4.5 hours when really required. Compare this with the Italian system that takes a month to produce the same paperwork!

Carnets are not required for goods being sold. Nor are they applicable to consumables such as oil or other liquids, audio tapes, make-up etc. The total value of Carnets at any one time can obviously be considerable and D.O.T's London office can readily support some £18 million worth of documents simultaneously.

Attention to detail

In recent times, D.O.T created specially designed folders for their Carnets, which help identify and protect them from loss or damage. Said Dave Durrant, "It was a very simple innovation, but one that has proved hugely popular with our clients. It is just one example of the attention to detail we constantly strive for in all aspects of our business."