

FastTrack

D.O.T

The newsletter of Delivered On Time February 2009

ISSUE 2



WELCOME to the second edition of *FastTrack*. 2009 promises to be an extremely challenging year for us all, and when business gets tough, every penny and every minute counts.

In terms of logistics that means knowing that items to be delivered will arrive exactly where and when they are required, for a competitive price – irrespective of what they

are or where in the world they are needed.

Happily, such requirements hold no fears for us, as this is the service we have been providing since D.O.T was founded. The real tests for companies like ours are when clients run into problems and require instant, often highly creative, solutions. Some of the stories in this issue will give you an insight into the type of

challenges that regularly come our way and how we deal with them.

We wish you the best of fortune with the months ahead and hope we can offer a degree of stability and support to an often complex and expensive area of your business during these uncertain times.

*Paul Fowler
Managing Director*

Gumball 3000

Last August saw the 10th anniversary of the Gumball 3000 rally – the annual event that's a unique blend of ordinary and celebrity drivers, a brightly adorned mix of run-of-the-mill and super cars and a challenging 3000 mile route. The 2008 rally was split into two, with some 120 entrants contesting the San Francisco to Las Vegas American section and 22 carrying on to Beijing to visit the Olympic Games.



Early problems led some to believe this element of the event might be cancelled and, though the organisers initially contacted our preferred charter broker Aviation Consultants regarding aircraft supply, it soon emerged that a full logistics package was required – and fast!



A team of four were flown out from the UK, a suitable Boeing 747 chartered, the paperwork turned around and arrangements made to fly from Victorville airport: a

former front line military base. Prior to shipment, the breath-taking selection of cars was jet-washed, loaded onto pallets and subjected to the appropriate 'Dangerous

Goods' checks.

The entrants were duly mated with their cars in time to enjoy the most colourful Olympic Games to date. Mission accomplished!

Russian roulette

We like to think Russia is a strong suit for us. We have an excellent long-standing agent there – an expat who has lived and worked in the country for a long time. Last year, however, we tested the relationship like never before – not once, but twice!



A champion result

It was the Champions League final in Moscow and Sky's local broadcaster had let them down. Vital TV equipment was required instantly – too quickly to allow a license to be acquired for delivery by normal freight.

Thanks to our in-house carnet system, suitable paperwork was raised in one hour flat. A ticket for the game was also

acquired – no mean feat in itself - to overcome the need for a visa.

A member of staff was then kitted out as a full-blown Chelsea supporter, who then personally transported the equipment direct from the UK to the game in the nick of time, and stayed in order to return it all to the UK afterwards.

Nokia comes calling

Nokia is a major international brand with a strict corporate identity. When it opens a new store, no matter where in the world that might be, everything has to be 100 per cent correct. So when local suppliers were failing to meet the required standards for the company's new flagship outlet in Moscow, a plan B was required, and fast – delaying the launch was not an option.

With just seven days to go, Nokia sourced a complete new set of fittings here in the UK. We started the pre-clearance routine immediately and took delivery of the freight on Tuesday night – the race was on! The items arrived in Moscow during Wednesday, cleared customs first thing on Thursday and were in the store by noon the same day. Thanks to record-breaking work by the shop-fitters, the grand opening took place as planned at 9.00am on Saturday, to everybody's satisfaction.

NOKIA
Connecting People

Cycles of charity

Last year D.O.T and South African Airways helped GMTV supply 50 ex-post office bikes, computers, books, clothing and sports equipment to the Tenyane school in



Lebowa, South Africa.

GMTV's TV coverage graphically portrayed how overwhelmed the children were by the generosity of all those involved. The bikes saved the kids a daily 6-mile hike to and from school. Moreover, with the support of its viewers, GMTV were able to finish building the school, provide the children with running water to drink and a minibus to drive them around. They even finished building the home of a female student called Mathapelo, provided her with her own bedroom and first ever proper bed, not to mention food for her whole family.



Things you may not know about D.O.T



1 For the third year in succession, D.O.T has been appointed as official logistics partner to the A1GP World Cup of Motorsport. As such it is responsible for moving some 200,000 kg of cars and allied equipment to each and every race during the 2008/2009 season.

....and,

this year the service has been expanded to include all shipment of the special fuel supplied for the series by long standing Ferrari partner, Shell – something D.O.T is able to do as an accredited REDS (Registered Excise Dealer and Shipper) agent.

2 In recent months D.O.T has also assisted the GP2 race series, the major feeder formula for Formula One, shipping equipment and spares for the events in Dubai, Bahrain and Qatar on behalf of several TV companies.

3 The company regularly provides a 'meet and greet' facility for broadcasters in war zones around the world – in recent weeks, that's included Israel and Afghanistan. In conjunction with local 'fixers' organised by the broadcasters, D.O.T staff deal with paperwork, walk crews through customs, supply them with cash in the local currency and generally see to ALL their urgent needs.



4 D.O.T exhibited at Autosport International – the racing car show that took place at the NEC, Jan 8-11. The stand was manned by staff from head office and the company's Liverpool-based seafreight division, Seacon. While there, they took the opportunity to meet up with existing and potential motorsport clients.

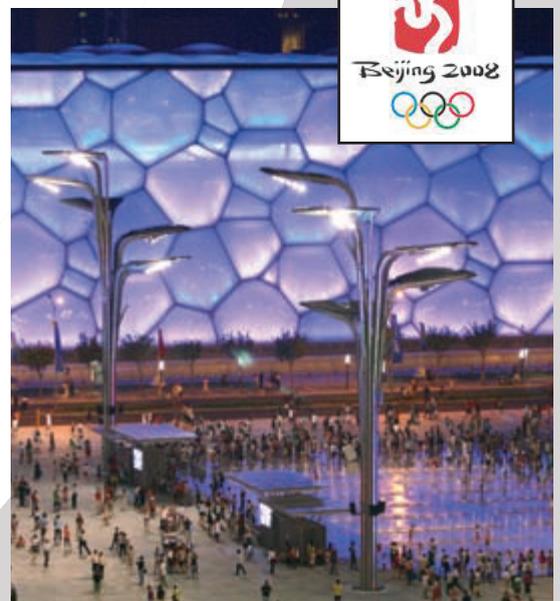
5 Seacon operates an ongoing 'pick and pack' project for a UK-based client who regularly supplies goods to America. Over 800 tons have been shipped by sea and air on their behalf over the last two years



alone. The goods are stored by Seacon, who are on call 24/7 to commence deliveries at a moment's notice.

6 While Britain's athletes were reeling in the gold medals in Beijing last year,

D.O.T was assisting such major broadcasters as ITN, BskyB, ABC, NBC etc, for whom it shipped some 22 tons of TV equipment. A dedicated D.O.T team ensured smooth running on site, while simultaneously investigating potential business for the London-based Olympics in 2012. D.O.T is also engaged in discussion with companies about other such global sporting events as the 2010 Winter Olympics in Vancouver and the Football World Cup in South Africa.



Van-Quished

The company has a range of vans for moving broadcast and other equipment wherever it is required. Here are two very different examples.

Sometimes the sentimental value of cargo is far higher than its commercial worth. This was surely the case with the original wooden Villers-Bretonneux Cross and its beautiful

stone replica that D.O.T transported in conjunction with Qantas from Perth in Australia to the churchyard of St Jean Baptiste in Villers-Bretonneux France.

The occasion was the Dawn Service on Anzac Day and the 90th anniversary of the Battle of Villers-Bretonneux in which a large number of Western Australians fought (and many died) defending the lives and land of the French. This most poignant of ceremonies was attended by some 5,000 Australians

< **D.O.T's Paul Culver was the Manager of the Villers-Bretonneux Cross project**



Left to right: Clive Forbes, D.O.T; Trefor Lenegan, Qantas; Jo Malone, St Georges Cathedral; Martin Colgan, stone mason

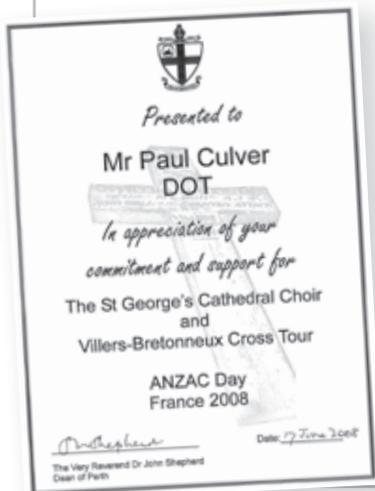
– an influx the townsfolk are unlikely to forget for a very long time.

The replica cross now rests in the churchyard of St Jean Baptiste – a

permanent gift from St George's Cathedral, Perth and the people of Western Australia. The original has been safely returned to St George's.

and...

On behalf of Total World Sports, a man and machine are dedicated to delivering and returning broadcast equipment to each European round of the Superbike World Championship.



Sales Talk



THE sales department is the heartbeat of any commercial operation and, despite the harsh economic climate, D.O.T's dynamic sales duo - Bob Brewster and Penny Fallon - are attacking 2009 with relish.

Bob began his career with freight forwarding agent John

Bull in 1978, when they held the Formula One account. He then had a 12-year spell at Japan Airlines before spending five years with Exel's motorsport division.

It was while at Exel that he met Paul Fowler and followed him to D.O.T soon after the company's formation in 2005. Initially Project Manager, Bob is now the company's Business

Development Manager.

Penny Fallon began her logistics career with Shand Air Cargo in 2003, some two years before it was acquired by D.O.T. As Sales Executive, her role is to develop new areas of business - particularly on the TV and events sides. However, she has also been making full use of Bob's motorsport industry experience and did a considerable amount of work in relation to D.O.T's Formula One account last year.

A woman of many parts, Penny previously ran her own promotions company, handling corporate incentives for such business giants as Euro Disney and Diageo.

Skin graft

Simon Hicks joined D.O.T last August as Operations Manager, following a six-year association with WILGO Freight Services. He has subsequently introduced a number of business accounts, including the UK rights to Integra IDRT-TS – an innovative skin regeneration system.

The product is used in the treatment of major burns, skin grafts and reconstruction projects. Stocks are stored at D.O.T's headquarters in Feltham and delivered immediately wherever they are required in the UK.



Simon Hicks