



# DVLC TIMES

## NEWSLETTER

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## HERE SINCE 1996

Back in 1996, John Major was Prime Minister, Spice Girls were number one with “Wannabe”, football almost came home at Euro '96, Cuba Gooding Jr. was shouting “Show me the money!” and DVLC was born! Starting with a vinyl plotter in the back room of DVLC’s Partners house, the business has grown to a team of 12.

We are a specialist sign maker to the motor trade. With over 25 years’ experience of helping the motor trade sell cars. Our long-standing team have a wealth of experience working across a multitude of manufacturer brands and dealer groups. From your “one man band” dealerships to multi branded PLC Motor Groups, we work with them all.

## SAY HELLO TO SUSAN

We are delighted to announce that we have appointed a new Business Development Manager, Susan Bulmer. Susan has a wealth of experience growing new and existing markets for a number of companies globally, dealing with key decision makers and other business professionals on a daily basis.

This is a brand-new role within Discount Vehicle Lettering Company to help with our plans for growth within the motor industry and to ensure that our key accounts including motor groups and vehicle manufacturers are always receiving the best service from us and getting what they require.



## A WINNING WRAP!

Bristol Street Motors recently increased their support to the EXCEL8 Motorsport team by becoming the title sponsor for the 2022 Kwik Fit British Touring Car Championship (BTCC). As a result of the new partnership, both race cars feature the Bristol Street Motors branding which we printed and supplied. Good luck for the season to both of EXCEL8 Motorsports drivers, Tom Ingram & Tom Chilton.



## NEW BROCHURE!

Our new brochure is hot off the press! From vehicle lettering to large banners, and other showroom and forecourt point of sale, we have it all!

To view our brochure, scan our QR code. Alternatively, if you would like a printed version, get in touch and we will send you one free of charge.



## POINT OF SALE FIT FOR THE QUEEN

Many of our customers recently joined the nation in celebrating the Queen’s Platinum Jubilee and we loved being a part of it! Providing a range of POS to add a bit of class to Showrooms & Forecourts, making them fit for the Queen.

# GROWING OUR BUSINESS

Here at DVLC we are proud to say we offer everything under one roof. From initial concept to delivering the final product, we handle it all. We have account handlers who can work with you on what you need; an in-house design team who can bring your designs to life, and state-of-the-art production technology at our facility in the North East. Well... The roof has just got bigger!

We have recently moved into a new unit within our business park, allowing us 33% more space. Our new building acts as our administration hub, housing our team of designers and admin staff. Our new premises feature a modern meeting room & offices. Our meeting room comes complete with a large screen TV for our regular Zoom / Teams meetings. We also have a comfortable customer waiting area, again with a large screen TV, and of course... Free tea, coffee and biscuits.



## CONGRATULATIONS TO ALEX

A huge congratulations to our production operative Alex, who has recently completed his apprenticeship in 'Lean Manufacturing' and has been offered a full-time position. Alex started at DVLC in February 2021 and has become an integral part of the team.

Working within our production department, Alex takes part in all aspects of production. Whether this be operating the plotters, "weeding" the graphics, quality checking the products or packing the orders, Alex is involved in everything. Well done on completing your Apprenticeship Alex!



## ENGLAND RUGBY LIVRY

Working with Honda, who are the official performance partner of England RFU, we wrapped a brand-new HR-V.

The HR-V led the team bus into all of England's six nations games at Twickenham and I am sure you will agree the car looks great!



## EYE-CATCHING ENYAQ



The final stage of the Women's Cycle Tour (stage 6) took place at the beginning of June. Setting off from Chipping Norton and finishing in Oxford, where our graphics were on hand to greet the cyclists.

Thank you to Marshall SKODA Oxford for asking us to provide this eye-catching graphic kit which was designed and produced all in-house.



## BESPOKE DEALER EVENT

Here at DVLC we offer a variety of POS packs to promote your events! If you have a unique campaign, we offer a bespoke design service free of charge. This will ensure your promotional material will be both effective and align with your manufacturer or group brand standards.

Take a look at one of the most recent events we provided POS for. Products included – Car Graphic Kits, Windscreen / Bonnet Graphics, Floor Graphics, Outdoor Banners and Showroom Window graphics, all designed and produced in-house.



# Visit Our Updated Website!

Log on to [www.gotodvlc.co.uk](http://www.gotodvlc.co.uk) or scan the QR Code.

