



## Press release

*For immediate release*

### Eminent automotive academic joins Fleet Show speaker line-up

Leading automotive academic, Professor Peter Cooke, KPMG Professor of Automotive Management and Head of Centre at Buckingham University, is the latest speaker to join the expert line-up at this year's *Fleet World* Fleet Show at Silverstone next month.

Professor Cooke, whose special interests include motor industry strategy, the automotive components industry, fleet management, vehicle finance and the used vehicle industry, is the author of 10 books in English, Polish and Russian. He writes frequently for the specialist press in the UK and Europe and has undertaken business, teaching and consultancy in more than 50 countries.

At the Silverstone Fleet Show, on Wednesday April 24, he is joining the speaker line-up in a special Fleet and Mobility workshop, chaired by Nigel Trotman, Head of Strategic Consultancy at international leasing company, Alphabet.

Professor Cooke will be discussing the successful fulfilment of an organisation's business travel and mobility requirements, alongside the use of the traditional company car. He is joining a panel of four industry specialists whose expertise cover a range of fleet and travel related disciplines.

At the same time, the Show organisers have announced that Mark Cartwright, head of vans and light commercials at the Freight Transport Association (FTA), is also to speak at the Show.

Mr Cartwright is the latest addition to the expert speaker line-up for the “Question Time” style panel debate, which is being sponsored by Venson Automotive and which will see a number of industry experts discussing key topics with an audience of fleet decision-makers.

Mr Cartwright has worked within the freight transport industry for over 25 years, fulfilling a number of roles at the FTA, where he currently has specific responsibility for the Van Excellence programme.

Show organiser and *Fleet World* managing editor, Ross Durkin, commented: “We are delighted to welcome both Professor Cooke and Mark Cartwright to the speaker line-up at the Fleet Show.

“Professor Cooke is one of the UK’s leading automotive academics and we are looking forward with relish to hearing what he has to say about the mobility options that companies face, in concert with the company car.

“Mark Cartwright has huge experience in the freight and transport arena and will be considering some of the key issues facing van fleet operators over the next 12 months, including topics such as cost and enforcement.”

Taking place at the world famous Silverstone Grand Prix racing circuit, this year’s ***Fleet World*** Fleet Show truly offers something for everyone.

Fleet decision-makers will be able to test drive any of the 200 new cars and vans made available by a line-up of 21 manufacturers on public roads and the Grand Prix and Stowe racing circuits, including some vehicles making their UK debuts.

Test driving is just one element of this year's Show, however, and an indoor exhibition area in the state-of-the-art Silverstone Wing conference centre will play host to exhibits from a number of leading fleet service suppliers and providers.

It will also provide the venue for this year's extensive fleet seminar programme, which considers some of the latest means of propulsion that are going to impact on the fleet market in the next two to three years.

Other Show highlights include the final of the Fleet Driver of the Year competition, organised by ALD Automotive in conjunction with Peak Performance and Toyota & Lexus Fleet Services, which will be held live at the Show.

For more details please phone 01727 739160, visit [www.thefleetshow.co.uk](http://www.thefleetshow.co.uk) or click here to register: <http://www.thefleetshow.co.uk/for-visitors/visitor-registration>



*Professor Peter Cooke, KPMG Professor of Automotive Management and Head of Centre at Buckingham University*

## **Notes to Editors**

***Fleet World*** magazine is the UK's leading fleet management title, with an average monthly circulation of 19,046 copies (Jan–Dec 2011, ABC).

Edited by fleet industry expert Steve Moody, Fleet World is aimed specifically at senior-level fleet decision makers, offering valuable insight into the key issues facing the fleet industry.

The magazine also provides advice and guidance in areas such as fleet finance, safety, taxation and legislation, as well as purchasing, disposal, environmental management and fleet operation - advice that could save readers thousands of pounds annually and improve the efficiency of their fleets.

Ends