Classic and sports finance  
asset finance brochure

October 2018

# Overview

## What we do

Classic and Sports Finance are well known for our work with classic, collector and prestige cars and offering expert and honest advice to car enthusiasts. We offer our customers a simple and seamless process where we guide them through each step of the process whether they are a classic car collector or a first-time buyer.

With over 50 years of experience in the industry we have sourced and financed some of the world’s famous and rarest vehicles. Classic and Sports Finance are known across the classic car industry for offering excellent service and by working directly with the private banking sector and the UK’s top specialist car dealers and auctions houses, we are able to provide advice to both buyers and dealers of the very latest classic market information and finance products.

## Project Background and Description

Due to our success and great customer service that we can already offer to our customers we have decided to expand our market and offer our customers an additional facility whereby all of their financial needs can be met in one place. It will be a product that is an alternative to a traditional bank loan and can be used to purchase new and used assets of all types.

The idea for the asset finance brochure is for it to be used as a tool that will introduce the new facility to our existing customers but also reassure them that our specialty is with classic and prestige cars but educates them with what we can also help with. The types of assets we can finance would be: -

* Vehicles – including cars, commercial vehicles, boats, small planes, helicopters
* Agricultural equipment – Tractors, farming equipment
* Garage Equipment – lifts, ramps, etc.
* IT – Computers, software, fax machines, telephone systems
* Office equipment – furniture, desks, chairs, office fit-outs

## Design ideas/requirements

We have a few ideas in mind but are willing to consider others. Ideally, we want something that is good quality, looks professional but will appeal to our customers as well as being straight to the point. We were considering a 4-panel square folded brochure with the overall size being 148mm square and the flat size being 148mm high x 592mm wide. Possible ideas we have thought of include:

* Simple black background with a car silhouette that is leaving the page but not quite (showing the customer we are expanding but not leaving completely) with our logo placed in the middle of the page.
* We would also like a page identifying we know that our customers know us for classic and prestige cars but add in ‘did you know we can also offer…’ possibly along with a picture of Rob.
* Inside pages listing the types of assets we can finance along with pictures (these pages possibly flowing).
* We also discussed having a small ‘business card’ sized card inside the brochure which gives people the chance to be put into a draw to win a race license paid for by CSF or a track day when making an enquiry about asset finance and completing the deal.

***However, we are willing to see and consider any ideas that are different to the above!***

## Implementing plan/ timescale

We are hoping to get this implemented by end of November.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |