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Press Release

5 March 2004

QPR offers car plan to wider fan base

By Debbie Lovewell

Queens Park Rangers (QPR) football club is allowing its fans to use the car affinity scheme set up for its staff and players. The package is the first ever car benefit offered to QPR staff and is also intended to thank fans of the second division side for their loyalty and support. Amy Lalla, marketing manager at QPR, said: "People are always going to buy cars, so we can save them money in the short-term. Our staff, players and management will all benefit." The scheme will be launched at a forthcoming QPR match in which a Rover car painted in QPR colours will be displayed at the club's ground in west London. The package, which is administered by affinity scheme specialists Car Clubs UK, offers discounts of between 10% and 12% on vehicles from over 30 manufacturers including Mercedes, BMW, Peugeot and Mini.

It also offers discounts on all associated costs such as financing, tyres, servicing, roadside recovery, airport parking and cross-channel ferry crossings. John Bryant from Car Clubs UK believes that QPR's scheme will serve as a template for other organisations. While motoring affinity schemes are not unusual, few offer such a wide choice of vehicles. Gerry O'Neill, commercial director of Car Benefit Solutions, said: "The danger with affinity schemes is limited choice. Depending on peoples' individual lifestyle preferences, some options might be compelling."

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