

# €25 Director Rewards



Inject a little excitement into the company car scheme! Recognising and rewarding the work of the top team is extremely important in all businesses, from small owner-run firms to large FTSE 100 companies.

Reward and incentivise directors with anything from one off hires, to track events, up to a full year's membership to a Supercar Club.

The €25 Corporate Scheme is:

- A newsworthy alternative to a standard company car scheme
- Exclusive enough to offer even high earning directors something to aspire to
- An environmentally friendly way to enjoy supercars using our carbon offsetting programme.

Use €25 Corporate to:

- Reward achievement of departmental and company targets
- Encourage a healthy work/life balance by placing emphasis on leisure time
- Project a suitable image to peers and clients by having an appropriate car available for key meetings and events.

## Case Study Director Rewards

LonProp Ltd is a small London property investment company with 2 directors and 2 senior managers. They have investigated various company car options, but had failed to find a solution which met their needs:

- › Two of them already have one car that was family oriented and shared with their partners
- › They all live in London and have restricted parking
- › They all travel using the tube each day so don't have a need for a car on a daily basis

What they needed was occasional transport which was a treat, and which they looked forward to driving. They had looked at sharing a high performance car between the 4 of them, but the time burden of looking after, and administering such a scheme was too much.

Their budget was flexible, but in the region of £30,000 per year.

### The Reward

- › The two directors will receive a full 600 point Supercar Club membership.
- › One of the senior managers will receive a 400 point Supercar Club membership.
- › The other senior manager will receive a 300 point Supercar Club membership.

Each of the recipients receive an individual login to the écurie25 Supercar Club website where they can view the cars and make bookings.

### Reward Scheme Promotion

In this instance there was no requirement for promoting the scheme. There were only 4 people involved, so word of mouth was sufficient.

### Example Price Breakdown

Incentive	Cost
600pt Supercar Club Membership (x2)	£20,100
400pt Supercar Club Membership (x1)	£7,800
300pt Supercar Club Membership	£6,650
<b>Total Cost</b>	<b>£34,550</b>

Further price information is available in the Pricing sheet Prices exclude VAT



### Next Steps

This case study demonstrates just one way in which the €25 Corporate scheme can be used to reward your top team. Please fill out the Next Steps sheet with your requirements so that we can compile a package and detailed quote that meets both your goals and budget.