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Unipart Gives A New Look To Its Famous 'Yes' Campaign

Unipart Group, one of Europe's leading manufacturing, logistics and consultancy providers, is launching a new advertising campaign that revitalises its famous 'Yes' campaigns of the 1980s.

When Unipart launched its now famous "The Answer is Yes, Now What's the Question?" campaigns, they had a strong impact on both the company and the industry.

Today, Unipart is no longer in the autoparts branch distribution business* but the 'Yes' message is still the same.

The new campaign, which will start in The Sunday Times and will run over the next two weeks in The Times, the Daily Telegraph, the Guardian, the Financial Times, the Independent and the Daily Mail, picks up the 'Yes' theme and demonstrates how Unipart has changed since the ads first appeared.

According to Unipart Chairman and Group Chief Executive John Neill, the new campaign – which was developed by M&C Saatchi -- builds on the successful 'End of Consultancy' ads that Unipart ran last year.

"Last year we launched a major advertising campaign for the Unipart Group, our first for several years," said John Neill.

"The purpose of that campaign was to tell potential customers how The Unipart Way – our proprietary business improvement system -- helps us work better and how they could benefit as a result. In an ad with the headline 'The End of Consultancy' we described how our consultants in Unipart Expert Practices use The Unipart Way to ensure that the changes they put in place for their clients are sustained.

"The results of this campaign were most encouraging as it attracted a lot of interest and helped us secure several new assignments.

(more follows)

“This year we are running another new advertising campaign. The thinking behind this year’s message is based on market research that tells us that many people spontaneously think of Unipart as a distributor of car parts in the UK, rather than as the widely diversified global company that we have become today.

“This new ad builds on one of our successful advertising campaigns from the past, one that people still remember: “The answer is Yes – now what’s the question?” and updates it to talk about the wide range of services we offer today. It draws examples from across all areas of our operations to help people begin to see that today our activities span Manufacturing, Logistics and Consultancy, both in the UK and around the world.”

(Unipart sold its auto parts business, Unipart Automotive, in 2011.)*

Note: a copy of the advert is attached.

--Ends --

Editors’ Notes:

About The Unipart Group

The Unipart Group employs around 10,000 people worldwide and has an annual turnover of more than £1billion. It is a leading UK manufacturer, full service logistics provider and consultant in operational excellence.

Operating across a range of market sectors, including automotive, manufacturing, mobile telecoms, rail, retail and technology, Unipart offers a breadth of services from third party logistics to expert consultancy.

All Unipart sites operate according to the Group’s proprietary version of Lean known as The Unipart Way. This is a philosophy of working underpinned by tools and techniques that inspires efficiency, flexibility and outstanding customer service in any process. The company, which is based in Oxford in the UK, has a growing number of international sites supporting a wide range of blue chip clients.

For more information visit: www.unipart.com

'Can you keep my oil refinery cool in the heat of the Arabian Desert?'

YES

'Can you get fuel injectors for a Jaguar F-Type to Shenzhen?'

YES

'Can you stop my bike (and me) getting crushed by a truck?'

YES

'When my laptop, mobile, tablet and set-top box all break down at once, can you fix them?'

YES

'By the next day?'

YES

'Can your consultants help HMRC save over £400 million?'

YES

'Can you build the signals that will help keep trains on time?'

YES

'Can you set up a supply chain in India from scratch?'

YES

'Can you help the NHS save millions and improve patient care while you're at it?'

YES

'Really?'

YES

'Can you keep my truck springs springy across a gazillion African potholes?'

YES

'Can you coach my staff to start bringing me solutions rather than problems?'

YES

The answer's still yes.
Now what's the question?

Since we bought ourselves out of British Leyland, we've used our unique way of working – The Unipart Way – to turn from distributor of car parts to accomplished multi-tasker. Manufacturing, complex electronic repairs and global logistics, we do it all. And while we're at it, we're helping dozens of organisations from high street banks to the NHS with consultancy services that bring immediate, positive and measurable change.

As if to prove how much we've embraced change, we're now owned by our employees and our pension fund. This gives us the rare ability to take the long view – and means we can be unstinting in our levels of customer service. Could we transform your fortunes? Ask the question at contactus@unipart.com. You already know our answer.

UNIPART
GROUP

MANUFACTURING • LOGISTICS • CONSULTANCY

