

June 17, 2008

**Institute of Transport Management recognises Motorclean for
'Innovation in Contract Valeting' 2008**

Motorclean, the UK's largest valeting provider to dealerships such as Pendragon, Inchcape, and BMW UK, has just been recognised for its innovative Motorclean Management System (MMS).

MMS is an online system which improves the valeting process by solving common issues encountered by dealerships such as duplicated jobs and time-consuming administration. The paperless system allows administrators to set and prioritise tasks for valeters, who use touchscreen terminals on the valeting bays to take ownership of jobs and report progress.

Motorclean invested a six figure sum in the development of MMS and since its launch in 2007 it has been installed at over 90 of its dealership customers.

The ITM's award ceremony was held at the London Hilton Hotel, Park Lane on June 16, 2008.

Garry Dench, operations director at Hodgson Automotive said: "Motorclean is very good at its core job and more besides. It has opened our eyes to the potential uses of 21st century technology in our industry and will help us improve the way we do business. We couldn't ask for more from a corporate partner."

David Warren, CEO at Motorclean said: "Dealerships can process tens of thousands of cars a year and spend over £70,000 on valeting, some of it wasted. MMS cuts back on manual administration, which is a headache and it also makes costs transparent for the first time. Our recognition at the ITM awards reflects our commitment to being a partner and not just a service provider to our customers."

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Motorclean installs MMS for free and supplies complementary training and troubleshooting.

The system's other advantages include:

- Customised adjustment of the system to dealerships needs
- Central administration of secure logins and permissions for all users, with individual accounts for valeters and dealership departments
- Jobs are allocated from an amendable database of all possible services at that location, with quantities and prices of jobs (individual & aggregate) immediately visible, allowing greater cost control
- Invoicing is automated: reports are issued electronically to Motorclean's systems once jobs have been authorised, minimising delay or disputes. Reports can be downloaded in multiple formats
- Demand is more predictable: Motorclean can be requested to increase staffing with 24 hours' notice using the system
- Analysis of valet performance is straightforward

MMS has also been instrumental in growing Motorclean's dealership customer base, which has increased from 290 to 325 since MMS was launched in July 2007.

For further information please visit www.motorclean.net or call Motorclean on +44 (0)1268 540 200

Notes to editors

Motorclean

Founded in 1976, Motorclean is a management-owned car valeting business. It's the single largest provider of valeting services to UK car dealerships, with clients such as the Marshall Motor Group and Inchcape. Motorclean also provides valeting services for private drivers at select locations such as Bluewater, Europe's largest retailer.

www.motorclean.net

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