



# IMI & SYTNER COMPETITION

*A UK wide competition for primary schools to design a car for the future*

The automotive industry influences everyone, from delivering goods on time to commuters travelling to work and emergency services being able to respond to crisis. The motor industry helps to keep the country moving.

## *Aim*

- Learners to understand the Retail Automotive Industry from a business perspective
- Learners to research and design a new vehicle

## *Outcome*

Participation will help develop the learners' ...

- Curiosity
- Research skills
- Decision making
- Innovation
- Creativity

& supports education in the areas of ...

- Art & Design
- Business
- Engineering
- Conservation

## *Target Audience*

- Key Stage 2 (7-11 year olds)

## *About the IMI*

The Institute of The Motor Industry is the professional body for individuals working in the motor industry and is the authoritative voice of the retail automotive sector. The IMI's aim is to ensure that the automotive retail sector has a skilled, competent and professional workforce that is fully equipped to keep pace with the demands of new technology and changing markets. A key part of business for manufacturers and dealers is to encourage the best and brightest people to join their business in a variety of roles.

## About Sytner Group

Sytner Group represents 20 of the world's most desirable car manufacturers in over 100 dealerships across the UK. Last year Sytner sold over 135,000 cars and serviced a further 230,000 Cars.



Founded by British Touring Car Champion Frank Sytner and his brother Alan in 1968, Sytner Group celebrates a one team spirit and strives to follow Frank's uncompromising driving style by offering an uncompromised customer experience. In 2002 Sytner joined the Penske Motor Group who shared the Sytner passion for motorsport. CEO, Roger Penske, being the founder of Penske Racing, the most famous race team on a worldwide basis, featuring in the NASCAR and Indy Racing series as well as Formula 1 in the 1970's.

Sytner recognises that unparalleled customer service can only be achieved by attracting, motivating and retaining the very best team members. With this in mind, Sytner puts their employees at the heart of everything they do by providing an outstanding working environment and exciting careers opportunities. Sytner are immensely proud to have been voted, by their employees, the Sunday Times No. 1 Best Big Company to Work for 2017 and have been in the top 5 for the last 8 years. In addition, for the 5<sup>th</sup> consecutive year, Sytner have also attained the highly prized 3 star accreditation for outstanding levels of employee engagement.

Sytner Group are committed to developing talent and building careers, working in partnership with the biggest car manufacturers in the world, leading training providers and industry specialists to offer comprehensive 'on the job' apprentice and trainee programmes. This offers future Sytner stars a progressive and consistently successful investment in their career and personal development.

Sytner welcome Apprentices and Trainees into a wide range of business areas to kick start their career, these areas include:

- Technicians
- Sales Executives
- Service Advisors
- Parts Advisors
- Administration



Due to success and demand for the Sytner Group apprentice and trainee programmes they look to support the most proactive students who are prepared to go that extra and most innovative mile to secure themselves a fantastic career opportunity.

To find out more about the Sytner Apprenticeship and Trainee Programme:

<https://careers.sytner.co.uk/>



# IMI & SYTNER COMPETITION

## *Design a vehicle for the future*

Can you imagine what vehicles will be popular in 2050? What will they look like? How will they run? Will they have some features that are yet to be invented?

The Institute of the Motor Industry (IMI) is asking primary school children to get creative and design a poster to promote their own car for the future.

### **STEP 1**

*Plan and design the look of your vehicle*

### **STEP 2**

*Name your vehicle*

### **STEP 3**

*Create a logo for your vehicle*

### **STEP 4**

*List 3 new features “of the future” for your vehicle*

### **STEP 5**

*Put all of these ideas together to design a fun poster advertising your vehicle of the future*

Completed posters can then be entered into a competition where the overall winner will receive a fantastic automotive related prize.

In addition the most innovative and exciting designs will be featured on [www.autocity.org.uk](http://www.autocity.org.uk)

Please scan and email your entry to [careers@theimi.org.uk](mailto:careers@theimi.org.uk) or send by post to The Careers Team, Institute of the Motor Industry, Fanshaws, Brickendon, Hertford, Hertfordshire SG13 8PQ by Friday 20<sup>th</sup> July 2018.

**GOOD LUCK!**

Jo, Sam, Libby & Zoe  
Careers & Student Team - Institute of the Motor Industry