



INSTITUTE
OF THE
MOTOR
INDUSTRY

BUSINESS & ENTERPRISE COMPETITION

IMI Student & Careers Team | 14th September



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The Automotive Industry

THE AUTOMOTIVE INDUSTRY

[AUTOCITY.ORG.UK](https://autocity.org.uk)

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 keep the country moving!



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ABOUT THE IMI

The Institute of the Motor Industry (IMI) is the professional body for individuals working in the motor industry and 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.

About the IMI



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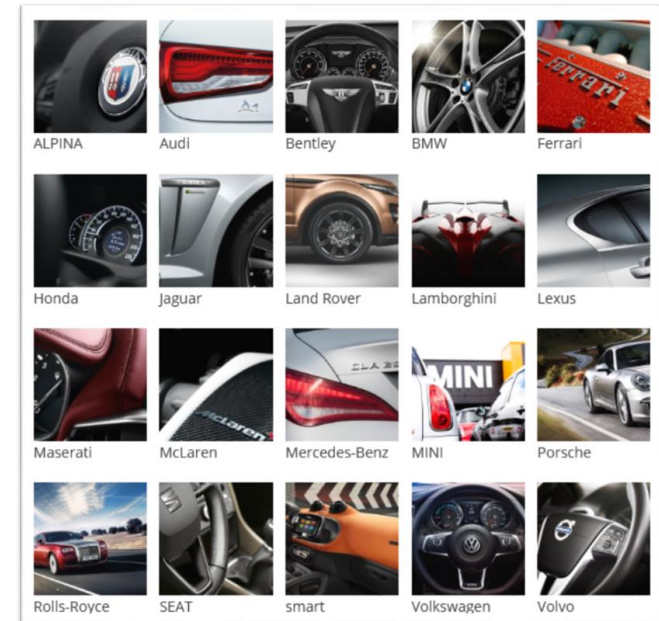
Sytner Group

SYTNER GROUP

COMPETITION SPONSOR

Sytner Group represents 20 of the world's most desirable car manufacturers in over 100 dealerships across the UK.

Annually Sytner sells around 135,000 vehicles and services a further 230,000 vehicles.





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THE COMPETITION

The CEO of Sytner has decided they are going to launch a new vehicle to the market and they need your help to design, brand and launch a new vehicle.

In your team you will need to cover the roles of Researcher, Designer, Sales & Marketing Executive and Project Manager to develop a unique and imaginative vehicle.

Just follow the tasks step-by-step to create a concept and strategy that will appeal to your chosen target audience.

The Competition



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PLANNING & RESEARCH



Task 1



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DESIGN



Task 2



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BRAND & LAUNCH



Task 3



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THE BIG PITCH



Task 4



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The Prize

THE PRIZE



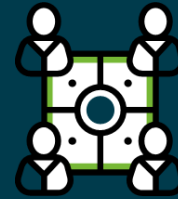


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Competition Rules

THE RULES

Who: 4-6 students per team



How: All entries to be submitted electronically: Google Docs, PowerPoint, MP4



Where: Email careers@theimi.org.uk



When: Closing date is Friday 20th July 2018

GOOD LUCK!



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Ready, Set, Go!



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Questions & Answers



ANY QUESTIONS?