

écurie eXperiences 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 éX 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 the carbon offset programme.

Use éX 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 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 underground 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 £25,000 per year.

The Reward

- › The two directors will receive a full écurie25 Supercar Club membership.
- › Three senior managers will receive a weekend in a Ferrari F430 or Aston Martin DB9.
- › Two other senior managers will receive one éX day experience each.

Each of the recipients receive an individual login to the éX 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
2 x Supercar Club membership	£21,500
2 x Ferrari weekend	£4,200
2 x éX day experience membership	£1,400
Total Cost	£27,100

Further price information is available in the Pricing sheet. Prices include VAT.



Next Steps

This case study demonstrates just one way in which the éX 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.