



**Vehicle Edge Protection System**

## **Key Market Statistics.**

- UK LCV figures – 4.4m LCV on the road (UK equates to 2% of world market)
- ‘Transit’ type vans around 2.2m vehicles on UK roads
- 43% of ‘Transit’ type vans have a roof rack / rails fitted
- VEPS target market therefore equates to C950,000+ vehicles in the UK
- Average vehicle life cycle of 6-12 years (4 years with initial owner)

## **Initial Sales Projection Figures.**

- 1% of UK target market equates to 9,500 unit sales
- Anticipated RRP £550-600 (based on mid-sized work podium)
- Projected base line of gross UK sales of Circa £5.2m p/a (Increasing with market growth)

## **Market Growth Potential.**

- Key market will be ‘new’ van buyers (Councils, Contractors, Universities & PLCs etc.)
- Repeat buyers at 4-5 years (with top-up sales to used van market.)
- ‘Reasonable Practicability’ measure should support market growth
- EU / World Market standards met with current design.
- Recent Patent protection within UK for (17 years remaining)

## **Route to Market Options.**

VEPS IP (and associated research, Designs, website etc.) are available to manufacturing partner organisations on any of the following basis (or combinations thereof, terms TBA):

- Royalty rate
- Annual subscription
- Out-right purchase, in due course.