



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.
- Patent protection within UK for (11 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.