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MARTYN NASH



Martyn has been running his own limited company in the automotive sector for the past thirty years, vGroup International Ltd, prior to which he was Managing Director of a manufacturing automotive accessory company.

About Martyn Nash

Leaving college with a diploma in Business Studies, Martyn worked for various large PLC companies including Nestle and Antiference Ltd, part of British American Tobacco. Being involved in Young Enterprise and coaching of students to develop business acumen, Martyn has also, in the past, applied to be a local councillor and is actively involved in various charities such as East Anglia Air Ambulance, Lance Haggith of Sports Trader and is a Director of Driver First Assist.

Martyn made a pioneering step in this sector and established business in mainland China (Xiamen in the Fujian Province) seventeen years ago and is now delivering \$4.6 million of goods into the UK. Maintaining his charity interests Martyn is involved in supporting various school projects in more remote parts of China. Martyn is passionate about reducing death and serious injury UK's

road network by providing advanced first aid and scene management training to drivers through Driver First Assist.

Death and serious injury costs the UK £16.5 billion every single year. Reducing these numbers is paramount and remains the greatest epidemic that exists. DFA's vision is to train 100,000 drivers to be a first responder in the event of an RTA and this will save the country over £1 billion pounds per year. Martyn has successfully lobbied Parliament to gain £80,000 of funding. The DFA journey has global aspirations, where death and serious injury costs the world more than 2% of GDP over \$600 billion every year.

vGroup International Ltd has made several acquisitions on its journey, such as Wallace Cameron, the largest and oldest First Aid Kit manufacturer in the UK, a company exporting to over 23 countries. When purchased in 2013,

the company was making heavy losses. Saving the strongest brand in UK's first aid market and turning the business into a profit, were both goals. Wallace Cameron was successfully sold on in 2016, where the brand still prosper.

In 2017, the company vision was to go deep into manufacturing due to rising costs from China, uncertain changes in the European market and the need to grow the business to £50m turnover by 2021.

vGroup International purchased D&M Middleton, the largest car mat manufacturer in the UK, established in 1967. The business was in a time warp, lacking automation, IT infrastructure and was lacking direction and vision. The Middleton journey is on its way, with the 5 year vision to use its competitive cost base to enter and compete in Europe and enter the line fit automotive sector.

Martyn's businesses

Global Sourcing	Manufacturing	Design	Development	Logistics
				
 Providing over 300,000 handover packs a year	 In the UK, 1 in 3 new cars contains a vGi Holdings product	 The group is the 3rd largest producer of registration plates	 47,000 square feet of distribution and manufacturing space	
 Processing over 400,000 orders per year	 Fitting over 15,000 light commercial vehicles per year	 Selling over 3,000,000 set of mats per year	 Supplying more than 100 of the leading vehicle leasing companies as clients	 Number of staff: 110
				
				

The brands of Martyn Nash



vLease is a market-leading provider of duty of care, safety solutions and branding opportunities to more than 110 European vehicle leasing, broker & fleet management companies. Their extensive range of products help clients to deliver a differentiating proposition that satisfies any customer requirement whilst providing protection to the vehicle to support residual values, improve brand awareness and help increase customer retention whilst never losing focus on health and safety.



vGroup OEM has been specialising in the supply of mats and accessories to original equipment manufacturers for over 27 years and is involved at all levels of the automotive sector at Tier 1 and 2. vGroup's commitment to achieving the very highest standards of both product and quality has been rewarded with numerous quality accreditations, and has made the automotive division the preferred choice for various motoring and specialist vehicle manufacturers.



vComms provides a mobile fitment service, with a nationwide coverage from their well-built network of professional, fully insured fitment specialists. Last year vComms fitted over 10,000 vehicles with a wide range of accessories from vehicle lining to towbars and roof vents. vComms offers full warranty on all their products, public liability coverage and consistency of product and workmanship. vComms is launching its revolutionary mobile application to shape the future of commercial vehicle market.



vGroup Dealers is an established brand name in the provision of added value items to vehicle dealerships, from small independent outlets through to major national dealer groups. With an extensive range of products offered by both the retail and leasing divisions, clients can be confident that they will receive the highest quality products at the most competitive prices. Enhancing vehicle hand over experience for drivers, resulting in improved customer satisfaction and higher levels of customer retention.



P1 Autocare is a brand conceived and created without compromise. Unrivalled market expertise has enabled products to be created and sourced that afford you the confidence of buying the best available. P1 Autocare's on-going product development program ensures the latest items and technologies. This is coupled with incomparable experience in automotive duty of care guaranteeing peace of mind in road travel. P1 Autocare is the brand to trust for automotive solutions.



Cosmos is a leading designer, importer and distributor of motoring accessories and associated products with over 35 years of experience serving independent car accessory shops, small chains, cash and carries, wholesalers, distributors and some of the largest national and international retailers. Their immense manufacturing background and marketing expertise puts Cosmos in the best position for designing unique items and ranges setting new trends globally.



Middleton Manufacturing is the oldest and largest car mat manufacturer and rubber converter in the UK, supplying the most well known retailers via distributors, retailers, motor manufacturers and franchised dealers, located in Yorkshire, UK. Middleton Manufacturing is manufacturing over 3 million car mat sets annually, and capable of providing flexible production from a single set to over 10,000. The JIT delivery system helps MM to work with various customers to fulfil their order on a daily basis.

Martyn's vision of AED

With his charity, Driver First Assist, Martyn had the vision to bring access to defibrillation to every person in the country within 60 seconds.

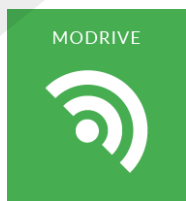
To achieve this goal defibrillators have to be available everywhere, not just in selected inconvenient areas. All businesses, major fleets, local bus and taxi services. The nearest defibrillator cannot be the golf course or dentist, it may be on a passing vehicle. To bring this to fruition, Martyn embarked on a mission to launch an AED for less than £100. This will create a proportionality that every shop, vehicle and workplace can install a defibrillator.

Three years into the journey he is about to launch a product for under £200 against a market norm of £800.

Innovation and the future at vGroup

vGroup International have been at the forefront of automotive accessory innovation since its birth in 1992.

Ever since, vGroup have been using their ingenuity to develop industry leading products, including the following fleet monitoring and vehicle delivery mobile solutions: **moDrive** is



a modular Telematics offering that measures a number of data feeds including speed, engine revs, distance, mileage and VIN. It aids in reducing fuel. Operating in 6 channels it intends to become market leader in all sectors.

The future with Martyn

Martyn lives in Northamptonshire, has been married to Alison for 38 years with three children, Georgina, 36, working in Finance, James, 34, Managing Director, and racing driver having competed in Blancpain GT, British and World Touring Cars and Verity, 27, Business Development Manager, heading the dealer network. A British black cat (Ruby) and a standard Dachshund (Izzy) complete the family of Martyn Nash.

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Where and how will the journey continue?

To provide a sustainable business for future generations, to take market sector leadership into Europe and provide a global hand over experience for major international fleets, a global leader in the provision of in-car safety accessories and to become market leaders in its other sectors. It will continue to develop, evolve and provide market leading platform solutions to improve our customer experience.

Greenness, innovation and challenging the norms will always be one of the core values at vGroup International.



To find out more about Martyn and his projects, visit martynnash.com.

