

# Case Study

## Fleet Autoway



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### Brief:

FLEET AUTOWAY Are in the UK's top 5 dealers for customer satisfaction. They are an approved Honda and Ford servicing agent based in fleet. They came to the DNA Team for help increase their shop front visibility from the road.

The Team at DNA Media Services created a design that has completely transformed the outside of the building. They decided not to let the existing windows dictate and built a structure to resemble a 16 metre long advert! The project involved photographing and stitching 9 digital hassleblad images of the workshop together, changing numberplates, car colours, cleaning the workshop floor and project management. The project has been launched with a 165,000 flyer design and distribution to all Ford and Honda owners in the local area to raise awareness and promote a special offer.

### Customer Testimonial

“Our brief to DNA Media Services was to completely redesign and update our showroom frontage. They produced a number of options for us to consider and in the end we decided on a radical design which has now formed the basis for two other projects one of which is still in progress.

David and Abbie controlled the showroom project from start to finish in a relaxed and thoughtful manner and we are delighted with the outcome.”

Nigel Martin, Dealer Principal - Fleet Autoway

EXISTING BUILDING BEFORE  
DESIGN HAS BEEN APPLIED



WOODEN STUD WORK BUILT TO  
HOLD THE 16 METRE LONG  
EXTERNAL DESIGN.



WORK IN PROGRESS - GLOSSY  
BLACK ACRYLIC CREATES RE-  
FLECTIONS AND MOVEMENT,  
WHICH DRAWS ATTENTION TO IT  
FROM THE ROAD.



## PHOTOGRAPHY

Our Photographer created this 16 metre image using the latest Digital Large Format equipment.



## APPLICATION OF DESIGN TO BUILDING



## FINAL DESIGN ON BUILDING AS SEEN CLEARLY FROM THE ROAD



## FLEET AUTOWAY WEBSITE DESIGN

**Fleet Autoway** 42 Reading Road South, Fleet, Hampshire GU51 3QP  
Freephone: 0800 000 000  
www.fleetautoway.com

Home | Ford Servicing | **Honda Servicing** | The Team | Careers | Testimonials | Contact | Book Online | Service Questionnaire

**WELCOME TO FLEET AUTOWAY,  
YOUR AUTHORISED  
FORD & HONDA  
SERVICE CENTRE  
WHERE REALITY  
EXCEEDS EXPECTATION**

**Honda Servicing at Fleet Autoway**

As the leading Honda Authorised Service Centre in the area our experienced team of service advisors are committed to providing you with the highest quality workmanship at a competitive and affordable price. Fleet Autoway technicians are licensed by the manufacturer and trained on an ongoing basis to ensure they meet industry standards and satisfy customer demands with accurate diagnosis and early rectification of faults. We supply and fit only competitively priced genuine Honda replacement parts ensuring your car remains as good as the day it left the factory.

We endeavour to ensure that reality exceeds expectation whatever your motoring needs and that you are always completely satisfied with the quality, value and efficiency of our service.

Whilst we provide routine maintenance and diagnostic repairs as the norm we are able to offer a range of custom made services as well as providing a full product warranty, update and recall service to enhance the condition and lifespan of your vehicle.

We are accredited as one of the Top 5 Honda Dealers in the country for Customer Satisfaction as a result of the care and attention we provide to all our customers.

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The Power of Dreams

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honda repairs  
honda happiness  
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**OUT OF HOURS  
BREAKDOWN?  
CLICK HERE**

**MOTS AVAILABLE  
HERE**

**Opening Hours:**

Monday	08:00 - 18:00
Tuesday	08:00 - 18:00
Wednesday	08:00 - 18:00
Thursday	08:00 - 18:00
Friday	08:00 - 18:00
Saturday	08:00 - 13:00
Sunday	Closed

**MOTOR INDUSTRY  
CODE OF PRACTICE**  
Service and Repair

DNA MEDIA SERVICES LTD.

GRAPHIC DESIGN AND WEB DESIGN SERVICES  
BASED NEAR GUILDFORD, SURREY.

T: 01483 833 517

E: [INFO@DNAMEDIASERVICES.COM](mailto:INFO@DNAMEDIASERVICES.COM)