



Newsletter
Spring 2024



New Year, New Us

We're excited to show off a refreshed look and feel for Gerrard for 2024 and beyond.

From our website to our Instagram and LinkedIn channels, to the umbrellas our Chauffeurs use: our brand looks different, and feels different (although we are very much the same Gerrard that you know).



Introducing: Gerrard Global



We're growing.

Our new division, **Gerrard Global**, will hit the ground in Dubai, opening up operations there from Q2 of this year.

We've spent good time in the region, deepening our understanding of customer needs there and testing how the market operates.

Now, we feel ready to establish our presence using our Roadshow and Event chauffeuring experience in Dubai and across the Middle East region.

For further information or to have a discussion on our plans, please contact

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(CEO)
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(International Director)
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2023: A Whistlestop Review

Let's look back at some key moments from a great year for Gerrard.

2023 saw us break records in the number of jobs completed, we grew turnover, we added more quality people to our teams on the road and in-house, and exceeded service targets: key achievements that will ensure we can continue to provide customer value, even in tricky economic times.

Significantly – and this is something we plan to talk more about in the coming year – our push towards a more sustainable vehicle fleet leapt forward.

Alongside the installation of a charging station at our vehicle HQ, our fully owned fleet is now 30% powered by EV or PHEV vehicles.

We've battled through Covid disruption and invested £4million into our fleet, with more to come over the next 18 months to keep our vehicles cutting edge, and your experience with us seamless and smooth.

The success we've seen could only be possible thanks to the professionalism and commitment of our Chauffeurs, our in-house teams and the trust you, our customers, continue to place in us.

Here's to more of the same, and much more besides, in 2024.

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£4million
Spent on our fleet

The Next Generation of Chauffeurs

What does today's chauffeur need to know?

How does being a chauffeur differ from being a driver? And what are the unique demands we insist on when we look for our own, Gerrard Chauffeurs?

We take a look at these themes, and others, in our new guide to chauffeuring.

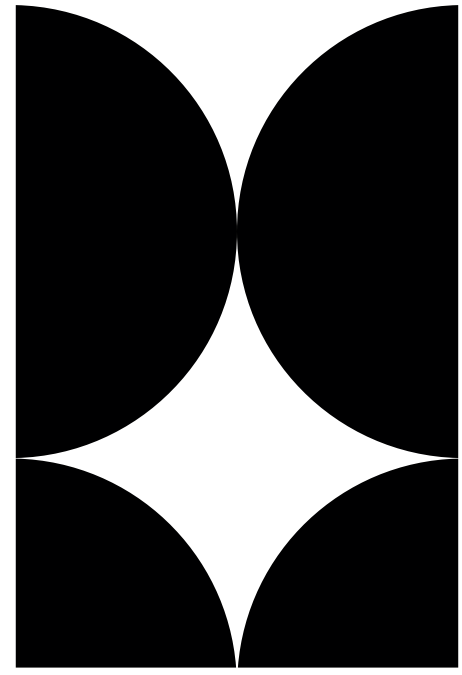
It's our chance to shout loudly about a job we know and understand the value of, so well. We offer guidance on getting into the trade, and take a close look at the day-to-day life of a chauffeur.

We want to be the standard bearer for chauffeuring in the UK and beyond, and the project is very much a passion for our CEO Martin Cox, who has plenty of experience of life behind the wheel.

Next we focus on growing the number of female chauffeurs in the industry, and we'll look at ways to attract younger people into our business.

Much to think on and much more to come.





GERRARD