



Mitsubishi EVO

- **Description:** Used at events such as bespoke motoring groups, e.g. young drivers, car enthusiasts, etc. It has the same livery as the other engagement vehicles making it stand out and it also has a flat screen TV in the boot area for displaying and presenting DVDs, etc. This resource works very well in tandem with one of the VW simulators and is a good hook to attract the target audience.
- **Main topic:** Young driver engagement
- **Target group:** Aged 16 – 24 and other specific motoring groups such as car clubs.
- **Training required:** Yes - EVO driver training and Young Drivers Awareness course
- **Staffing:** One or two





Mitsubishi EVO (continued)

