

Ewan Baldry
Juno Cars



JUNO

Winning Edge – the difference is design
Bentley Motors - 29th April 2014

Company Background



- Established in 1999 by former Rolls-Royce/Bentley, TVR and Williams F1 Employee – Ewan Baldry
- Design and Manufacture Customer Racing Cars
- Cars sold all over the world
- Provide track support to domestic and worldwide customers

Company background



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Company background



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Company background



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Company background



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The Design Council

Key Objectives

To build credibility through development of the brand:

- We have a good product – we need to help others to realise that and give them buying confidence.
- We need to give the impression that we are bigger than we are.
- We need to get our story across



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The Design Council

Method Used

- Assigned a Design Council Associate
 - Jonathan Ball
- Diagnostic Meeting
 - Provided Company Background
 - Worked through the issues and challenges
- Follow up meeting at which the strategy was presented



The Design Council Strategy

- Develop a new company logo and artwork
 - A graphic artist was brought into the project
- Plan a campaign
 - Lead with some key stories
 - Attend the Autosport Show with new branding etc
 - New website with revised and more focused content
 - Regular news and updates via social media

The Design Council Outcomes



- Logo development



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OLD



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NEW



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The Design Council

Outcomes

- Autosport Show Attendance with New Branding in strong evidence





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The Design Council Outcomes

- Promotional Materials



THE ULTIMATE RACING CAR EXPERIENCE FOR ALL ENTHUSIASTS

Designed from the outset to make an extreme, authentic racetrack experience available to any motorsport fan, Juno's Cerberus is the highest performance – and high profit – turnkey two-seater racing car.

The Cerberus's performance is unbeatable on the track and the financial figures are pretty impressive too. The car can be optimised to suit any track and any client's business model. With its low running costs, hi-tech but reliable design and superb all-round performance it's the ultimate car for a profitable business.

Originally commissioned by Silverstone, this stunning looking car gives an authentic F1 experience in every way – enabling any enthusiast that they in a car produced by a chassis built to AGA safety standards. Cerberus is easily maintained by a non-professional team and, as with all Juno cars, the factory is always available for support and advice and all track time critical issues are on the dial.

JUNO RACING CARS
 Established by former Williams F1 employee Sean Bailey, Juno Racing Cars has been building winners since 2001. Juno is respected for precision engineering, appropriate use of state of the art technology and a design and manufacturing team with many years of race winning experience. Proven through numerous race and championship wins around the world, a Juno car is fast and reliable and, because of the company's intelligent approach to design and service, can deliver results over many seasons of racing.

'Dealing with Juno is great. The cars are very nicely engineered and are easy to work on and maintain. There is always friendly and helpful support and advice from the factory, with fast provision of spare parts and services. Juno's customer care and support is first class.' SIMON READER, TEAM MANAGER, TFL RACING

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The Design Council

Work in Progress



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- New Website
- Facebook “Likes” close to 3000
- Regular news updates circulated
- Increase in sales enquiries



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Any Questions