



Press Release: For Immediate Release

Contact: Fiona Newton, Group Communications
Tel: 01865 383068, email: Fiona.newton@unipart.com

UNIPART MARKS 20TH ANNIVERSARY OF THE COMPANY UNIVERSITY WITH STORYSCAPE

Unipart, one of Europe's leading manufacturing, logistics and consulting groups, has created a 30m long 'storyscape' at its corporate headquarters in Oxford to mark the 20th anniversary of the Unipart U.

The Unipart U is one of the longest established corporate universities in the UK. It was opened in 1993 by the Minister for Education with the mission '*to train and inspire Unipart's people to achieve world class performance within the company and amongst its stakeholders*'.

The storyscape, which is an approach to telling stories across a landscape, describes the experience awaiting a new employee starting his or her career at Unipart. The 30m graphic covers the walls of the Unipart U, illustrating the continuous learning journey for employees who are visiting or are based at the company's headquarters in Oxford.

Using graphics, the storyscape explains why learning has been a fundamental element of Unipart's competitive edge, and maps the route that any employee can follow to develop expertise in his or her role.

At points along the route, the story comes to life with the touch of a special pen that starts short video clips. The clips feature a wide variety of Unipart customers who talk about the benefits of working with highly skilled, highly motivated Unipart people.

According to Chairman and Group Chief Executive John Neill, the idea for the interactive graphic landscape came from understanding how people learn about The Unipart Way, (the company's proprietary business system) which is at the heart of all Unipart's operations and is used by a growing number of its clients.

“In 1993, Unipart was the first British company to open its own university, the Unipart U. It was warmly welcomed by our friends in academia and the Vice Chancellors of both of Oxford's Universities.

“It quickly captured the imagination of our stakeholders and, after a few years, we realised that the only way we could meet the growing demand from our employees ‘learn at 10:00 and do at 11:00’ was to build learning centres called ‘Faculties on the Floor’ progressively through each of our operating companies around the world and connect them to the Unipart U.

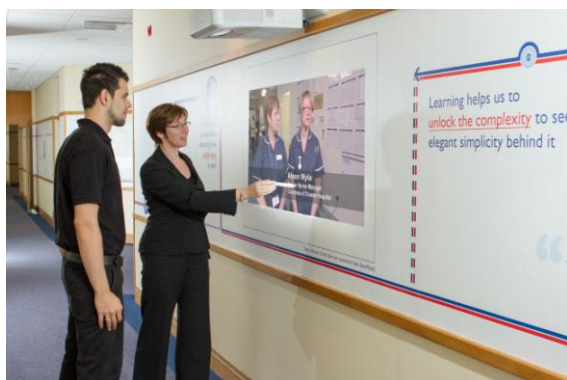
“Ten years ago we invested heavily in The Unipart Way online (an early version of MOOCs*) which puts our expert coaches and knowledge management systems ‘online wherever they are needed, whenever they are needed’.

“To mark the 20th anniversary of the U, we tried to capture how all the elements of learning in Unipart integrate into a learning system that enables people to unlock their potential through deliberate practice and under the guidance of a coach.

“The Unipart Way system is based on a profound belief that people make the essential difference in our business. Over the last 20 years, the Unipart U has unlocked the potential of our people to achieve more than they ever thought possible.

“We created this storyscape in an area that is used daily by our colleagues to remind everyone of the importance of learning and personal development to our company and to our customers, and to inspire people to continue to stretch in terms of their expertise in The Unipart Way.”

- ends -



Editors' Notes:

About The Unipart Group

The Unipart Group employs more than 10,000 personnel worldwide and has an annual turnover of more than £1 billion. It is a leading full service logistics provider and consultant in operational excellence.

Operating across a range of market sectors, including automotive, leisure, manufacturing, mobile telecoms, rail, retail and technology, Unipart offers a breadth of services from third party logistics to expert consultancy.

All Unipart sites operate according to the Group's proprietary business system known as The Unipart Way. This is a philosophy of working underpinned by tools and techniques that inspires efficiency, flexibility and outstanding customer service in any process. For more information please visit www.unipart.com.

*Massively Open Online Courses