

Pro2



Professional Drivers. Professional Experiences.

Delivering exceptional automotive experiences that drive customer engagement, brand loyalty and sales conversion for premium vehicle manufacturers worldwide.



We are Pro2

Manufacturer-focused Approach

We work specifically with vehicle manufacturers and dealers

18+ Years of Excellence

Proven track record of delivering OEM driving experiences globally

Trusted Partner of Premium Brands

We have worked with some of the world's leading vehicle companies



ASTON MARTIN



BENTLEY



Driving Engagement. Driving Sales.

Professional driving experiences create memorable experiences and lasting impressions that influence purchasing decisions. We help OEMs and dealers convert interest into loyalty.

- ❖ Create tailored, authentic customer-centric drive and delivery experiences
- ❖ Develop stronger customer emotional connections to your brand with our ambassadors
- ❖ Build deep confidence in the vehicle through expert knowledge and passion
- ❖ Give customers the excitement to commit and buy, driving improved conversion and sales



6000

Test Drives & Experiences
Delivered over the last year,
demonstrating appeal

20%

Conversion to Purchase
Significantly above the 6% industry
average, proving our impact on sales



Bringing Your Brand Experience To Life

Pro2 transforms how customers experience your vehicles through professionally delivered brand experiences, test drives and delivery services. We translate your brand's unique values into reality, delivering a memorable experience for your customers.

Vehicle Brand Experiences

Immersive launches for PR and media event, with lifestyle and adventure focus to bring your brand alive

Vehicle Demo Driving Experiences

Expert drivers hand-picked for their ability to engage with customers, with a technology, engineering and brand messaging focus during test drives

Vehicle Delivery Experiences

Supporting vehicle manufacturers with press and media or detailed VIP customer sales vehicle handovers with a focus on new technology or brand messaging

We understand that the moment a customer gets behind the wheel can make or break their purchasing decision



Why Pro2?

We have a deep automotive-only focus, with specialist knowledge of EV technology and commitment to the automotive sector.



Elite Driver Calibre & Pedigree

200+ global team uniquely with male and female best in class drivers, hand picked for each event



Product & Operational Expertise

Engineering focused, coupled with rigorous training on new vehicles



Manufacturer & Dealer Objectives Focus

Tailored experiences that meet B2B training, sales and dealer needs and targets



Scale & Experience

Track record of delivering high volumes of events and in-vehicle experiences globally



Global Reach

Ability to operate across multiple regions (US, EMEA, APAC)



Track Record with Major Brands

Long-standing partnerships with leading OEMs and premium auto brands

Dedicated Back Office Support Team

Our operations team has a unique booking platform to handle all bookings, logistics, travel and event information for reliable event delivery



Our Pro2 Drivers Make Us Special

Meet the faces behind our exceptional professional driving experiences. Our team combines technical expertise with customer service excellence, representing your brand across every touchpoint.



Engineering Experience

Engineering focused and practical knowledge of vehicle to demonstrate benefits



Elite Pedigree

Over 200+ drivers with racing, luxury & EV automotive backgrounds



Male & Female Drivers

Diverse team matching customer demographics

Case Study: Lotus Driving Academy



Since 2007, we have supported the Lotus Driving Academy, running the franchise at the Lotus factory.



We bring a unique insight to providing customer experiences.

- From redeveloping the website, providing automated booking, gathering customer feedback and everything in between, we created a professional experience at every touchpoint
- Bringing in commercial partners, such as Yokohama UK helped improve the service and bring down costs



500%

Increased footfall and utilization to 99%

Selected Case Studies

Recent examples of the thousands of driving experiences & programmes we've delivered



Polestar Customer Test Drive programme

Managed 100% of UK customer test drives



Genesis Customer Test Drive Programme

Delivered national 'Test Drive at Home' programme



McLaren Manage all customer experience events, such as the Pure McLaren Arctic Experience



Rolls Royce Motor Cars

Tailored Hot Spots programme around Europe



Goodwood Festival of Speed

VIP chauffeuring for Genesis to and from the annual Summer event



British Masters

VIP chauffeuring to and from this iconic event



Jaguar Land Rover

Premium handover to PR VIPs

How We Partner With You

Our approach – The Pro2 Method – combines precision, performance and perfection to deliver an exceptional brand experience every time, with a dedicated project manager.



Brand Impact
& Sales
Objectives

Experience
Concept
Planning

Experience &
Event Design

Experience
Operational
Preparation

Expert Team
Training &
Deployment

On-site Guest
Experience
Delivery

Performance
Reporting &
Impact Insights



Safety



Guests



Location



Venue



Route



Technical



Hospitality



Infrastructure



Pro2 Operates Globally

We have delivered events across 20 countries, with teams ready to scale into any market



Let's Create Exceptional Driving Experiences Together

We would welcome the opportunity to discuss your driver experience requirements with you!

- ❖ Send us an email to info@pro-two.com
- ❖ Check out our website at www.pro-two.com
- ❖ Book a no-obligation Discovery Call on Zoom/Teams

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