



Manufacturers of the new generation Avenis and Auris

**Derby**  
does it

**Marketing Derby Bondholder - Toyota Motor Manufacturing (UK) Ltd**

**Embassy event shows city changes from 1931 to present day**



Bob Betts, Vice-Chair of Marketing, Cllr Harvey Jennings, Leader Derby City Council welcome guest Hayley Baddiley, Director Zest Restaurant



Over 150 people gathered at the Cinema de Lux at Westfield Derby as the Marketing Derby's popular Embassy event came home for an exclusive opportunity to see how the city is promoted to investors. The event also launched Derby City Partnership's "Inspiring Derby" week of events to showcase what is best about Derby - find out more about the week [here](#).

The [Derby Embassy](#) essentially it acts as a platform to promote the city. Embassies are supported by a dedicated group of Ambassadors who endorse Derby as a great place to do business.

Derby County President and Chief Executive, Tom Glick outlined why a group of American and Canadian investors chose to invest in Derby and Peter Richardson, Chair of the Derby Renaissance Board, spoke about maintaining the momentum in Derby while Adam Wilkinson, Chief Executive of Derby City Council explained the Council's vision for the future of the city. Cllr Harvey Jennings, Leader of Derby City Council and Chair of Derby City Partnership brought the event to a close.

A fascinating archive promotional film from 1931 was played to the audience and can be view online [here](#). This was then followed by contemporary films, produced by [Marketing Derby](#).

**Toyota launch production of the first full Hybrid vehicle in Europe**

Rt Hon Dr Vince Cable MP, Secretary of State for Business, Innovation and Skills, officially launched the start of production of the all-new Auris Hybrid Synergy Drive (HSD), during a visit to Toyota's Burnaston Plant on Monday.

The Auris HSD is the first Hybrid model to be built in Europe powered by both petrol and electricity, offering class leading fuel economy. Speaking at the event Dr Cable said: "The British economy was out of balance due to its high



The new Auris Hybrid Synergy Drive

dependence of the big global banks. Then they collapsed in a heap. Meanwhile, British manufacturing has been allowed to decline. It is now time to bring the balance back and I sincerely hope that Derbyshire will play its part in achieving this. It is home to a number of strong global manufacturing firms."

Toyota Manufacturing (UK) Ltd represents a total investment of £1.85 billion. Vehicle production passed the three million mark earlier this month. Last week Toyota previewed its new Prius Plug-in Hybrid which achieves over 110mpg by operating on its battery for up to 10 miles.

## Rolls-Royce stars in BBC documentary



The Trent 700

Following months of behind the scenes filming, Rolls-Royce and many of its employees are to star in an hour long BBC TV documentary which explains "[how to build a jet engine](#)."

The series looks at the amazing technology and highly specialized skills that go into different engineering projects and with unprecedented access the series reveals how these complicated machines are planned and executed while detailed computer graphic show, piece by piece, exactly how they are put together.

The Rolls-Royce programme, to be screened on BBC2 on Sunday 4 July at 9pm, looks at what's involved in designing and building a large jet engine, with particular focus on the Trent family of engines, right up to the first flight of the Trent1000 and a sneak preview of the new Trent XWB engine components.

Employees from Derby and other UK sites are featured along with a look back at the company's heritage.

## Derby businessman in £500m agreement



A Derby businessman has sealed deals that will account for more than £500m of mortgage lending in the coming year. As a non-executive director of national broker MoneyQuest, Rob Clifford has secured three new partners for the firm, including price comparison Comparethemarket.com famous for Alexander the meerkat from their TV adverts (left).

MoneyQuest will be the mortgage brokers for the website and will service thousands of mortgage customers on a national and exclusive basis. The other deals include social network site Who Remembers Me?, which has 1.4m members in the UK, and The Hanley Building Society where MoneyQuest will provide mortgage advice.

The £500m figure was based upon the number of leads coming from the new partners and a conservative conversion rate for inquiries and the average size of loans involved.

## Marketing Derby Bondholder secures another deal at The Point



Richard Kay, financial director at Russell Hume and Chris Carlisle, managing director at Cedar House Investments

Marketing Derby Bondholder, Cedar House Investments has announced another sale at The Point Office Village, its high profile mixed use scheme to the west of Pride Park.

The company has agreed the sale of a 5,300 sq ft office facility, with Russell Hume Limited, a national specialist supplier of quality meat, game and poultry into hotels and restaurants.

Commenting on the deal, Chris Carlisle, managing director of Cedar House Investments, said: "The Point is one of the most significant development opportunities ever seen on Pride Park and is continuing to attract high profile occupiers despite the current downturn in the market." Agents for the scheme are fellow Marketing Derby Bondholders Innes England and Rigby & Co.

## Marketing Derby Bondholder - Toyota Motor Manufacturing (UK) Ltd

**TOYOTA**

TOYOTA MOTOR  
MANUFACTURING (UK) LTD

- Company Name: Toyota Motor Manufacturing (UK) Ltd
- Web Address: [www.toyotauk.com](http://www.toyotauk.com)
- Email: [communications@toyotauk.com](mailto:communications@toyotauk.com)  
Telephone number: 01332 282181
- Locations: Burnaston, Derby, DE1 9TA.
- What do you do/ what is your mission statement? Manufacture the new generation Avensis and Auris vehicles.
- **When did you start?** Toyota established a manufacturing plant in the UK in December 1989, with the first car produced in 1992.
- **Why did you become Bondholders?** On a global basis, Toyota wishes to be a good corporate citizen in every respect and Toyota Manufacturing UK follows this philosophy. We are closely involved with 'our' community on a local, regional and national level and we believe that our participation in the bondholder scheme will bring mutual benefits to Toyota Manufacturing UK, the citizens of Derby and the surrounding areas.
- **What do you think of the scheme?** It is a fantastic way of raising the profile of Derby and to strengthen its economy.
- **How do you see business shaping Derby's future?** The business community is essential to achieve a vibrant economy.
- **What are you favourite things about Derby?** The people. Our world-class dedicated workforce is made up of approximately 50% of people from Derby and the surrounding areas; without their skills and flexibility we would not be the company we are today.

To unsubscribe from this eShot, please reply with 'Unsubscribe' in the subject bar, or if you know someone who would like to receive it, please e-mail [andrew.lowe@marketingderby.co.uk](mailto:andrew.lowe@marketingderby.co.uk).  
To request a Bondholder Scheme Information Pack please e-mail [tina.hartley@marketingderby.co.uk](mailto:tina.hartley@marketingderby.co.uk).

[www.marketingderby.co.uk](http://www.marketingderby.co.uk)

01332 201860

[www.derbydoesit.org](http://www.derbydoesit.org)

Promoting the promise of our city

**Derby**  
*does it*