



DRIVEN BY PASSION. DESIGNED TO STAND OUT.



PREMIUM
VINYL WRAPS



LUXURY
INTERIORS



VEHICLE
CUSTOMISATION

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THE OPPORTUNITY



**LUXURY CARS HAVE
BECOME COMMON.
LUXURY INDIVIDUALITY
HAS NOT.**



Thousands of premium vehicles look almost identical.



Owners increasingly want their cars to reflect their personality.



Existing UK competitors often specialise in only one service.

THE PROBLEM



Thousands of premium vehicles look almost identical.



Owners increasingly want their cars to reflect their personality.



Existing UK competitors often specialise in only one service.

THE SOLUTION

Furious Vinyl delivers a complete luxury transformation by combining:

- Exterior vinyl wrapping
- Luxury interior redesign
- Bespoke digital visualisation
- Personal consultation
- One-to-one client experience

WHY NOW?



UK vehicle fleet exceeds
42 MILLION
licensed vehicles



Growing demand for premium personalisation



Increasing consumer spending on lifestyle and luxury products



BUSINESS OVERVIEW

WHAT MAKES **FURIOUS VINYL** DIFFERENT?

EXTERIOR



- ✕ Premium vinyl wraps
- 🎨 Colour-shift finishes
- 🔩 Chrome
- 🖌️ Matte / Satin
- 📷 Custom graphics

INTERIOR



- ✓ Luxury leather retrimming
- ✕ Alcantara upholstery
- ✕ Carbon fibre trim
- 💡 Ambient lighting
- 🕸 Custom steering wheels
- 🛠 Dashboard redesign

DIGITAL EXPERIENCE



- 👤 Professional consultation
- 🖥️ 3D vehicle visualisation
- 📋 Design approval before installation
- ♻️ Reduced material waste
- 🏠 Completely bespoke finish



UNIQUE SELLING PROPOSITION

Every project is designed specifically for one customer.

No two vehicles will ever leave Furious Vinyl looking the same.

COMPETITIVE ADVANTAGE



Complete end-to-end service



Luxury customer experience



Premium craftsmanship



Advanced design technology



Sustainable workflow through digital visualisation

REVENUE STREAMS



Exterior Package Sales



Interior Upgrades



Full Vehicle Transformations



Maintenance & Aftercare



Merchandise & Memberships

THE CUSTOMER JOURNEY



1

CONSULTATION

We listen to your vision, preferences and lifestyle to understand exactly what you want.



2

3D VEHICLE DESIGN

Our designers create a realistic 3D visualisation so you can see your future vehicle.



3

CUSTOMER APPROVAL

You review and approve every detail before we begin any work on your vehicle.



4

VEHICLE TRANSFORMATION

Our skilled technicians bring your vision to life using premium materials and expert craftsmanship.



5

QUALITY INSPECTION

Every vehicle undergoes a strict quality check to ensure flawless results.



6

LUXURY HANDOVER

Your one-of-one vehicle is presented to you with care and attention to every detail.



ONE EXPERIENCE. ONE STANDARD. ONE ORIGINAL.

From concept to delivery, we ensure an unforgettable luxury experience.



OUR BUSINESS MODEL

An Integrated Approach to Luxury Vehicle Personalisation

EXTERIOR



Premium vinyl wraps
Colour-shift finishes
Satin / Matte / Gloss
Chrome & PPF
Custom graphics

+

INTERIOR



Luxury leather retrimming
Alcantara upholstery
Carbon fibre trim
Ambient lighting
Custom steering wheels
Dashboard redesign

+

DIGITAL DESIGN



3D vehicle visualisation
Design consultation
Material & colour selection
Approval before installation

=



EVERY CAR. ONE ORIGINAL.

REVENUE STREAMS



Exterior
Package Sales



Interior
Upgrades



Full Vehicle
Transformations



Maintenance &
Aftercare



Merchandise &
Memberships

EXTERNAL ENVIRONMENT

THREE PESTEL FACTORS DRIVING FURIOUS VINYL

ECONOMIC



GROWING LUXURY SPENDING

- Premium automotive market continues to grow.
- Customers increasingly invest in improving existing vehicles.
- High-value customisation offers strong profit margins.

SOCIAL



DEMAND FOR INDIVIDUALITY

- Consumers want unique products that reflect their personality.
- Vehicle ownership is increasingly viewed as self-expression.
- Social media encourages personalised lifestyles.

TECHNOLOGICAL



DIGITAL DESIGN & INNOVATION

- 3D vehicle visualisation.
- Premium vinyl technology.
- Digital customer consultations.
- Higher accuracy with less material waste.



WHY THESE MATTER

These three factors create the strongest commercial opportunity for Furious Vinyl by increasing customer demand while improving operational efficiency.



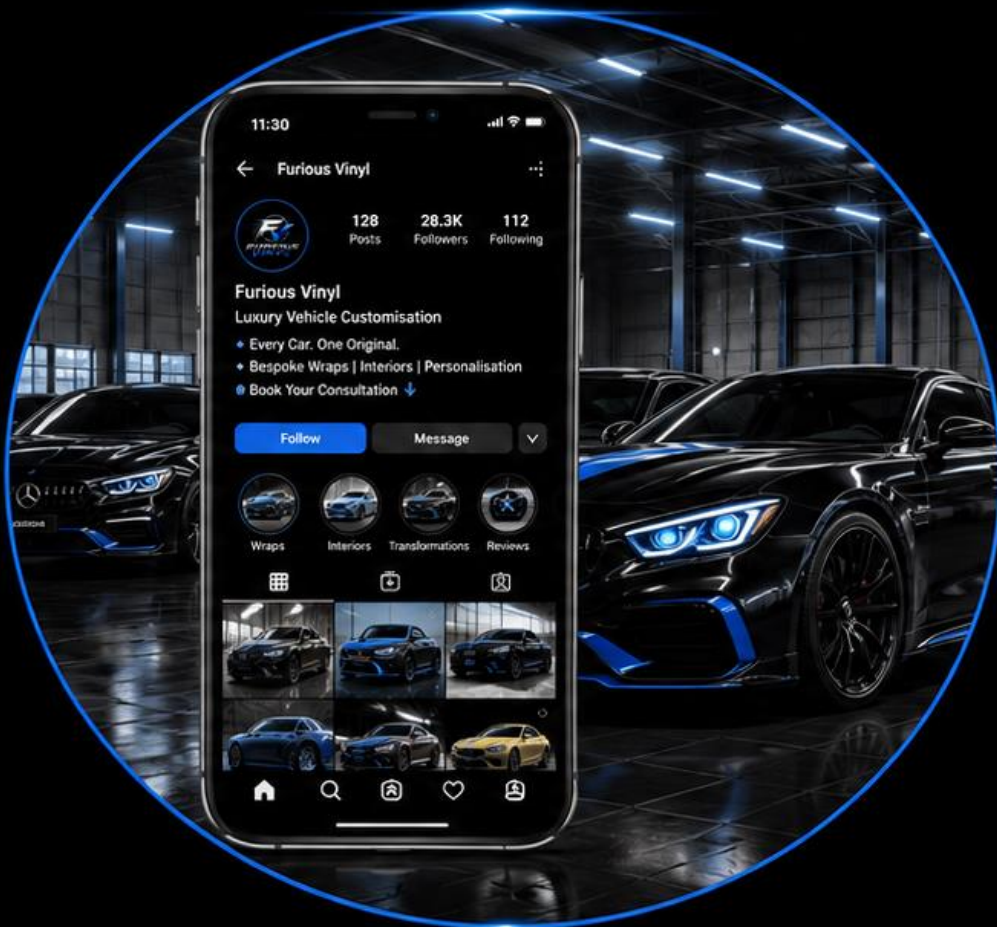
These three factors create the strongest commercial opportunity for Furious Vinyl by **increasing customer demand** while **improving operational efficiency**.

MARKETING STRATEGY

BUILDING A PREMIUM BRAND

STRATEGY ONE DIGITAL LUXURY MARKETING

-  Instagram
-  TikTok
-  YouTube
-  Professional Cinematic Reels
-  Before & After Transformations
-  Customer Testimonials



STRATEGY TWO STRATEGIC PARTNERSHIPS

-  Luxury dealerships
-  Performance garages
-  Car clubs
-  Automotive influencers
-  Referral programme

WHY IT WORKS

-  Highly targeted
-  Low acquisition cost
-  Builds trust
-  Encourages repeat business

INVESTMENT OPPORTUNITY

£500,000 FUNDING REQUEST

**FUNDING
REQUIRED**

£500,000

INVESTMENT ALLOCATION



Workshop &
premises

25%



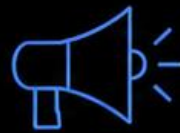
Equipment

20%



Initial
inventory

15%



Marketing

15%



Technology

10%



Working
capital

7%



Insurance
& legal

5%



Staff
recruitment

3%

EXPECTED OUTCOMES



Luxury showroom



Professional workshop



Operational launch



Strong brand positioning



Scalable business



THIS INVESTMENT WILL ENABLE FURIOUS VINYL TO LAUNCH OPERATIONS,
DELIVER A PREMIUM CUSTOMER EXPERIENCE AND BUILD A SCALABLE,
HIGHLY PROFITABLE BUSINESS.

WHY INVEST IN FURIOUS VINYL?

COMPETITIVE ADVANTAGES



GROWING LUXURY MARKET

Premium automotive customisation is a fast-growing, high-margin industry.



MULTIPLE REVENUE STREAMS

Diverse services and add-ons create consistent income and long-term customer value.



PREMIUM CUSTOMER EXPERIENCE

Bespoke designs, exceptional service and attention to detail build loyalty and strong brand advocacy.



INNOVATIVE DIGITAL TECHNOLOGY

3D visualisation and digital consultations enhance accuracy, efficiency and customer confidence.



HIGHLY SCALABLE BUSINESS MODEL

Standardised processes and strong systems enable sustainable growth and future expansion.



STRONG PROFIT POTENTIAL

High-value services, low material costs and strong pricing power deliver excellent profit margins.



VISION

**BECOME ONE OF THE UK'S LEADING LUXURY
AUTOMOTIVE PERSONALISATION BRANDS
BEFORE EXPANDING INTO EUROPE.**





THANK YOU QUESTIONS?

CLOSING STATEMENT

EVERY CAR. ONE ORIGINAL.



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All data and insights have been sourced from **credible, up-to-date** industry reports, **government publications** and leading **market research organisations**.