

Eddie Stobart



In the 1950's Eddie Stobart established an agricultural business in the Cumberland Fellside village of Hesket Newmarket. By the 1970's the business was incorporated as Eddie Stobart Ltd to develop the transport and distribution side of the business. The company continued to grow in stature and now boasts a fleet of 800 vehicles and a turnover of £140 million.

In 2004 Eddie Stobart Ltd was acquired by WA Developments – prompting a strategic decision to re-brand the firm. To assist in this major undertaking The Inside Line brought Eddie Stobart to motorsport in 2005 in order to help create a fresh and exciting image.

The Inside Line's promotional strategy for the Stobart Motorsport and Eddie Stobart brands has achieved media exposure on an enormous scale, including;

- Local to national newspaper coverage enhance image and reputation
- National and international trade magazine coverage
- National and international general interest magazine coverage
- Local to international television coverage
- Local to international radio coverage
- Online coverage on various trade and consumer websites

The Inside Line have been instrumental in the coalition of the Eddie Stobart transport company with the motor-sport industry and developing the partnership into Britain's top rally team - crowned British Rally Champions in 2005 and 2006.

The Inside Line looks after the public relations and promotion of the team - including events in the World and British Rally Championships. With Stobart Motorsport running a three car team in the World Rally Championship, this gives The Inside Line a unique placement on every Championship round and constant contact with all the teams, drivers and media.

This enables us to understand the performance requirements from a sponsor, team and competitor's point of view - and to ensure the smooth running and integration of each.

In 2007 Eddie Stobart Ltd was awarded Superbrand status by the only independent arbiter on branding. This accolade is just reward for the exceptional role played in the promotion of the brand through motorsport with help from The Inside Line.

Stobart
MOTORSPORT