

THERE'S MORE TO MOTOR

A change in the perception of the automotive industry is necessary to attract new talent to a sector that needs to fill vacancies and close skills gaps. The IMI is working hard to challenge negative perceptions with our ground breaking **There's More to Motor** campaign. Using a highly-targeted, regional digital media strategy to reach a wider and untapped talent pool, the campaign aims to:

1. **Challenge** the **misconceptions** of the automotive industry
2. Champion the industry and **drive recruitment** and change
3. Start **filling vacancies** and skills gaps

Those engaging with the campaign are directed to employers offering a range of vacancies in their area. This change will bring new talent, youth and diversity to a sector where currently **just 19% of the workforce are female**, and **18% are over 55**.



INSTITUTE OF THE
MOTOR INDUSTRY



Diversity
Task Force

GET INVOLVED

1

BECOME A REAL VOICE

Share your journey and help re-shape the perception of automotive by completing the case study form in this pack and emailing it to realvoices@theimi.org.uk or [complete our online form](#).

2

CREATE A SOCIAL POST

Share the campaign on social media, use the post starters below, or create your own! Don't forget to use most of the social media graphics in this toolkit. Include our campaign hashtag **#MoreToMotor**, link to the [campaign microsite](#), and **tag the IMI** so we can share your post with our network!

"I chose the automotive industry for my career because..."

"I retrained in the automotive sector because..."

"We want a diverse workforce because..."

"The best thing about working in automotive is..."

"The biggest misconception of the automotive industry is..."

3

SHARE THE CAMPAIGN WITH YOUR NETWORK

The success of this campaign is crucial to the future of our sector and sharing it with your network is a great way to support the campaign. Why not try one of the ideas below...

- Insert the There's More to Motor banner to your email signature
- Include this toolkit in your internal newsletter
- Print the posters out for your office's noticeboard
- Add the campaign to the recruitment section of your website and link to the [campaign microsite](#), let prospective candidates know that there is #MoreToMotor!