



SUSTAINABLE ROUTE TO MARKET

PLACES

COMMUNITY-ORIENTED ROUTE TO MARKET



By investing in inclusive mobility solutions, skills development, and safety initiatives, we help communities thrive – because when they do, so do we.

Petar Illov: General Manager TM Auto West, Bulgaria

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10,000

community members have positively impacted by our initiatives in the Places pillar

1,700+

colleagues have been engaged in 84 initiatives

20

women participated in new technician programme in Uruguay

21

4oad safety initiatives



SUSTAINABLE ROUTE TO MARKET: PLACES

POSITIVELY CONTRIBUTING TO THE COMMUNITIES IN WHICH WE OPERATE

The Places pillar focuses on understanding the impacts of our business on local communities and building partnerships and initiatives that amplify these benefits. We recognise the strong link between access to transportation and economic progress, and we are committed to ensuring that our operations meaningfully contribute to community development, health and wellbeing.

Our efforts are centred on two key aspects of sustainable mobility



Social inclusion

We support under-represented communities by providing tailored mobility solutions and access to future-ready skills. Through partnerships and programmes, we deliver education, work experience and internships focused on EV and digital skills. By working with NGOs and local initiatives, we help make mobility more accessible and create new opportunities for those who need them most (read more on page 49).



Road safety

We advocate for road safety by supporting awareness campaigns, education initiatives and partnerships that promote safer driving and reduce road accidents. For example, Inchcape Australasia is collaborating with Subaru to achieve their goal of zero fatal road accidents by 2030, illustrating our commitment to safer roads (read more on page 50).

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Social Inclusion

PROMOTING SOCIAL INCLUSION

In 2024, Inchcape expanded its efforts to make mobility and skills development more accessible to under-represented communities. This year we have provided training, education and social mobility solutions through 63 targeted initiatives worldwide.

A key focus has been equipping people with future-ready skills. Our programmes offer technician training and reskilling opportunities, ensuring more individuals, regardless of background, can access careers in the evolving mobility sector. We also delivered EV safety training, supporting both communities and emergency services in adapting to new technologies.

Beyond skills development, local partnerships drive our impact. From accessibility training for customer service teams to collaborations with schools and non-profits, our initiatives are shaped by the needs of the communities we serve. We also engage in health and wellbeing efforts, such as blood drives and events that align with local cultures and traditions.

By taking a locally led approach, Inchcape is helping to remove barriers, create opportunities and build a more inclusive mobility ecosystem.



It's been great to see the participants grow in confidence as they went through the programme. Their attention to detail and willingness to learn has been impressive – I have no doubt they'll do well in the industry.

Bettina Sanchez, People Business Partner, Uruguay & Argentina



I believe that no industry is about gender, but about passion, knowledge and dedication. Being a woman in this field has taught me to be stronger, persevering and self-confident. Today I feel proud to represent other women who are also breaking stereotypes.

Micaela Cabrera, Warehouse Assistant, Uruguay



CASE STUDY: INCHCAPE'S IMPACT

EMPOWERING WOMEN THROUGH MECHANICS TRAINING IN URUGUAY

The challenge

In many communities, women face persistent barriers to entering skilled industries like automotive, often due to limited access to training and employment pathways. In Uruguay, Inchcape saw an opportunity to respond at a local level by partnering with grassroots organisations to create a hands-on, inclusive training programme designed to equip women with the skills and confidence to pursue technical careers.

Inchcape's solution

In 2023, Inchcape Uruguay hosted a visit from students of Casa de la Mujer de la Unión, a non-profit organisation with over 35 years of experience in gender advocacy. Inspired by the visit, colleagues proposed a training initiative, which led to the launch of the Basic Mechanics Training for Women programme in 2024. The programme was developed in partnership with Casa de la Mujer and supported by a grant from Uruguay's National Institute of Employment and Professional Training ("INEFOP").

Looking forward

Inchcape remains committed to driving social mobility and inclusion by expanding this initiative across more markets. Plans are already underway to introduce the programme in Guatemala, Ecuador and Colombia. By providing women with technical training and clear career pathways, we are helping to strengthen local communities and build a more diverse, inclusive automotive industry.

In its first year, the programme offered a comprehensive curriculum combining mechanical training with business skills development in areas such as HR and customer experience. Awareness-building sessions were also introduced, including a June 2024 panel with participation from government officials and industry leaders, attended by more than 50 people. By the end of the year, 20 women had participated in an intensive eight-month course.

Impact

The programme has provided participants with hands-on experience, mentorship from Inchcape colleagues and direct exposure to professional workshops. This initiative has not only improved technical proficiency but also boosted confidence and employability, enabling women to pursue careers in the automotive industry.



SUSTAINABLE ROUTE TO MARKET: PLACES

Road safety

CREATING SAFER ROADS AND COMMUNITIES

We are dedicated to making roads safer and reducing accidents across all the markets we serve. As a global organisation, we take our responsibility seriously when it comes to promoting responsible driving and supporting road safety.

In 2024, we delivered over 21 road safety initiatives around the world. By working closely with our OEM partners, we have been able to reach thousands of people, reinforcing our commitment to building safer, stronger communities.



CASE STUDY

EXPANDING SAFE MOBILITY IN NEW ZEALAND WITH SUBARU

The challenge

Road safety remains a critical issue worldwide, with young drivers particularly vulnerable to accidents. Our OEM partner, Subaru, has set an ambitious goal of achieving zero fatal road accidents in its vehicles by 2030. To support this vision, Inchcape Australasia and Subaru expanded on their road safety initiatives in Australia and implemented a road safety partnership in New Zealand, ensuring that young drivers receive the education and practical training needed to develop safer driving habits.

Inchcape's solution

Following on from the successful long-term partnership between Subaru and the Australian Road Safety Foundation in Australia, in 2024, Subaru and Inchcape Australasia entered into a partnership in New Zealand with Street Smart, driven by Tony Quinn Foundation Road Safety. The programme offers practical driver training, helping equip young drivers with essential skills to navigate roads safely, manage distractions and make informed decisions.

As the official vehicle partner, Subaru provides vehicles including the Impreza, Crosstrek and WRX for hands-on training sessions at leading facilities, including Hampton Downs and Taupō International Motorsport Parks. These controlled environments allow young drivers to gain real-world experience in safe and supervised conditions.

Impact

By expanding our road safety initiatives to New Zealand, Subaru and Inchcape are helping ensure that more young drivers have access to critical training, fostering safer driving habits and reducing road risks. The programme enhances driver confidence and preparedness, aligning with our broader mission to promote road safety across the region.

Looking forward

Inchcape remains dedicated to advancing safe mobility through strategic partnerships and community-driven initiatives. As we continue working with Subaru, we aim to further expand access to driver education programmes, helping to shape a safer future on the roads.



This initiative shows how we bring global partnerships to life in local markets. With Subaru and Street Smart, we're equipping the next generation of New Zealander drivers with the skills and confidence to navigate our roads safely – a powerful step towards safer roads and communities.



Kym Mellow: General Manager, New Zealand





SUSTAINABLE ROUTE TO MARKET: PLACES

Looking ahead to Places

BUILDING ON THE WORK WE DO IN OUR COMMUNITIES

2025 plans for Places

Inchcape remains committed to expanding its impact by enhancing safe mobility and social inclusion efforts across our markets. In 2025, our focus will be on scaling our initiatives, strengthening engagement and improving impact measurement to ensure our efforts drive meaningful and lasting change.

- Scaling our reach – We will map opportunities for expansion, identifying where we can grow our programmes and enhance their impact while staying aligned with our shared values.
- Strengthening communications and engagement – We will continue increasing visibility of our initiatives, sharing best practices and impact stories both internally and externally to inspire further action.

Measuring social impact

Through these efforts, Inchcape strives to make mobility safe, inclusive and a driver of positive change in the communities we serve. However, we recognise the challenges in measuring social impact effectively. While we are committed to tracking and improving our initiatives, data collection in some areas remains limited. As we refine our approach, we will explore new ways to better quantify and report on our progress, ensuring transparency and continuous improvement in our social inclusion efforts.

