



6237 Seeds Road, Grove City, OH 43123
Phone: (614) 539-4600 Fax: (614) 801-1008

Contact: Aaron Lane, (614) 539-4600

ALSTOM goes to Creative Mobile Interiors to Generate Interest and Business

(Grove City, Ohio) It is becoming more and more important to stand out as a business these days. In order to be noticed you have to earn the attention of customers and clients. In this tech-centered, everything-at-your-fingertips world, consumers are interested more than ever in choice - as well as being fully-educated on those choices. This idea is true for retailers as well as large corporations that sell more than just material items. National and global enterprises are beginning to invest in out-of-the-box ways of obtaining business, support, and interest. This understanding has generated new opportunities for companies like Creative Mobile Interiors.

Creative Mobile Interiors builds custom conversions within all types of vehicles – a service and niche that has seen many commercial applications and projects in recent years. Companies like Alstom, a global transport infrastructure and power generation leader, have come to CMI to build something that will travel the country generating a buzz, as well as new customers.

Alstom recently realized an interest in providing their US market with a mobile showcase tour that would depict their unique services around the nation. The beginning of this process began with an idea and a 44-foot pull-behind trailer. Plans were discussed, the design scheme was finalized and CMI went to work. Creative Mobile Interiors began the project by removing existing features from the trailer that had a previously built interior. After that, the entire trailer was rewired to fit the specific needs of Alstom and their tour. The interior was then fabricated in raw wood. At this stage, CMI welcomes their customers to view the project in person and make changes as they see necessary. This walk-through gives the company a chance to get a feel for their vehicle before it is buttoned-up.

After the thumbs-up, the finishing of the vehicle begins. From electronics to flooring to door hardware, the process starts to become realized, and it starts to go fast. When the last

counter-top has been cleaned and the floor has been swept, the vehicle is ready for its new owners.

After a relatively quick 3-week build, Alstom took hold of their 44-foot mobile marketing tool. The finished vehicle included five monitors and one TV, five of which hang over individual learning/showcasing stations. Each station contains a large storage cabinet and counter-top area for displaying various literature and product models. Each TV will play content individualized to that station from a source located inside the cabinetry below. Slatwall areas between the stations provide additional display areas as required. Brushed metal poles connect each of the stations to simulate the wire runs seen in power generation facilities. This same motif can also be seen on the ceiling, amplifying the industrial feel created by the color-scheme and marketing content. Opposite the driver's side cabinetry is a large display wall with the sixth TV and a large area for swappable display boards. These boards are held within a large implied logo that CMI designed on the wall. The logo, and its accent lighting, adds a significant punch to the 8-foot wide space.

This trailer also features a large rear ramp with double-door entrance that allows for handicap accessibility as well as the feeling of entering a commercial building (as opposed to a vehicle). A second doorway, on the front side acts as an exit. Just next to that exit door is a unique kiosk that gathers customer information and provides additional product information, as well as a full wall graphic with eye-catching snapshots of Alstom's offerings. Providing the trailer full flexibility is an onboard HVAC and generator system to provide power and comfort to the existing and new opportunities ahead.

CMI is in its eleventh year of business and is headquartered at 6237 Seeds Road in Grove City, Ohio - a suburb of Columbus. The company specializes in converting motor coaches, Sprinter vans, buses, trailers and mini-coaches into luxury, commercial and specialty vehicles outfitted with custom, top-of-the-line amenities and electronics. CMI can be reached at (614) 539-4600 or at www.creativemobileinteriors.com.