



## PRESS OFFICE

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### **Help hire called in to provide retrieve vehicle for Hempleman-Adams' Toshiba Transatlantic Challenge Europe landing**

Bath-based Help hire Group plc is providing David Hempleman-Adams, leading explorer and record-breaking balloonist, with a Mitsubishi Shogun, as he progresses on his latest challenge to pilot a small gas balloon, no bigger than most peoples' front rooms, the 3,425km from St John's, Newfoundland, Canada, to Europe.

In true Help hire fashion, the brand-new Shogun 2.5 litre Sport was being drafted in yesterday at short-notice as a replacement retrieve vehicle after the team's original vehicle suffered a mechanical failure yesterday. It will be driven to Northern Europe by Nigel Mitchell, Logistics Director, where Mr Hempleman-Adams is expected to land sometime this week.

Mr Mitchell told us, "We are extremely grateful to Help hire for being able to come to our aid at such short-notice; the Shogun was with me and loaded up within hours. As many of you who are following David's progress online will know, in current weather conditions, it's pretty difficult to gauge where he will land. We just need to be in the general vicinity as he comes in, with flight control directing us as he gets closer."

David Lindsay, Help hire Group plc Finance Director commented, "We've been following Mr Hempleman-Adams' flight progress closely online and were very pleased to be asked to help out with a replacement retrieve vehicle in such exciting circumstances. We wish Mr Hempleman-Adams and the team all the very best in setting a world-distance record."

**- Ends -**



**Pictured left to right:**

George Collins, Helphire Fleet Services Driver hands over the retrieve vehicle keys to Nigel Mitchell, Logistics Director on David Hempleman-Adams' Toshiba Transatlantic Challenge.

**For more information please contact:**

**Gayatri Barua-Howe - Helphire Group PR & Communications Manager**

T: 01225 321175 M: 07814 416091 E: [gbarua-howe@helphire.co.uk](mailto:gbarua-howe@helphire.co.uk) W: [www.helphire.co.uk](http://www.helphire.co.uk)

**Notes to Editors**

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- Helphire Group, through its subsidiary companies, provides a host of services to the insurance and motor industries including the provision of legal expenses, theft policies, claims handling facilities and accident management solutions, reinforcing the company's position as the UK's leading provider of services to non-fault accident victims. These subsidiaries are:
  - Angel Assistance, providing legal expenses insurance (LEI) and claims handling services to the broker and insurance market.
  - Total Accident Management, offering a complete motor claims and repair management solution to the fleet and insurance motor market
  - Albany Assistance Limited, acquired in 2004, is the market leader in the provision of dedicated claims management solutions for insurers and large branded intermediaries
  - Swift Prestige Hire, acquired in 2005, offering a specialist prestige marque for marque credit hire service to dealerships and motor manufacturer
  - e-register, the jewellery specialist division of the Group, is the UK's leading provider of jewellery valuation and claims management services providing a unique solution for the registration, protection, and replacement of valuable items