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Aura Brand Solutions delivers nationwide fleet rebrand for Bauer Media Outdoor with AI-powered vehicle auditing

300 vehicles rebranded in three months, supported by advanced digital fleet condition reporting.

Aura Brand Solutions announce the successful completion of a major fleet rebrand and vehicle auditing project for Bauer Media Outdoor (BMO), one of the UK's leading Out of Home media and infrastructure companies. The nationwide project involved the rebrand of 300 vehicles, including vans, HGVs and tractor units while simultaneously introducing an AI-powered fleet auditing service to support long-term asset management.

The rebrand followed Bauer Media Group's acquisition of Clear Channel to align the additional vehicles with the new BMO corporate identity. Aura delivered an end-to-end solution, from in-house vehicle templating to installations across multiple depots nationwide. Within a tight three-month timeframe, the team successfully removed the existing livery and applied new partial wraps and cut graphics, transforming Bauer's fleet with maximum efficiency and minimal downtime.

Alongside the rebrand, Aura supported BMO's operational goals by capturing a full visual record of fleet condition. At each depot, technicians captured high-resolution images of every asset before uploading the images into Aura's AI-powered auditing platform. The images were then analysed by advanced AI image recognition software to detect and categorise damage, generating a live digital condition report for every asset.

To provide BMO with complete transparency, Aura created a bespoke digital portal where all vehicle condition data, audit reports, and rebrand progress could be accessed in one place. This centralised solution streamlines communication and gives BMO a real-time overview of its entire fleet.

By combining expert fleet branding with AI technology, Aura delivered far more than a visual transformation. The project gave BMO a live, digital fleet record that will continue to inform maintenance, repair, and replacement decisions well into the future.

Lucy Langmead, Senior National Account Manager at Aura, says 'This project was a fantastic example of how technology and creativity can work hand in hand to deliver real value for our customers. The Bauer rebrand was a large-scale, fast-paced rollout, but by integrating our AI-powered vehicle auditing service, we were able to provide so much more than a refreshed fleet identity. Bauer now has complete visibility of its assets, helping inform smarter maintenance and operational decisions long after the rebrand was complete.'

Martin Putt, Fleet & Indirect Procurement Manager at Bauer, says, 'Aura Brand Solutions were selected to partner us in this very important project to re-brand our fleet in a very tight time frame. Aura delivered the project on time and to a very high standard with up to 16 vehicles across 8 sites being completed per day at the peak of the project.'

The Aura damage review platform allowed the fleet team to have a real time view of the fleet and its condition allowing budget decisions to be made.'

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Notes to Editors

Media Enquiries

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About Aura Brand Solutions

Aura Brand Solutions is one of Europe's leading commercial graphics and visual communications companies. We have been delivering branding and image management services since 1927 for leading global and national brands, right through to growing SMEs, across a wide range of industries and sectors.

We provide branding solutions across three key areas:

- Livery solutions for commercial and public service fleets.
- Flexible turnkey solutions to enhance, protect & maintain rail rolling stock.
- Comprehensive architectural branding for building interiors and exteriors.

In addition, our brand-focused marketing agency provides full-service marketing from strategy to implementation. Through a collaborative approach we tailor highly effective strategies that get you results, covering everything from content to design to PPC.

We pride ourselves on our close working relationships and providing market-leading solutions that faithfully and consistently project your image, protect your assets, and build your brand.

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