

momentum

> BALDER LAUNCHES NEW ATD CONVERTED KANGOO



As mobility expectations rise throughout the disabled population, Balder recognises that more choice in converted vehicles is of paramount importance. Hence, the new Balder ATD Kangoo has been launched.

Before the recent introduction of the Renault Kangoo, Balder, based in Hampshire, already offered a wide range of converted vehicles. Built with Balder's ATD technology (Assistive Technology for Drivers) these van style vehicles included models from Volkswagon, Chrysler, Mercedes and Ford. However with the addition of the Kangoo, Balder can offer a more compact vehicle without compromising the driving experience.

Following an extensive period of technical development, the Balder engineers have been able to condense the ATD electronics and components into a smaller vehicle without the loss of any functionality. The dashboard and control options still display the high quality

finish associated with Balder conversions and the simplified installation process allows for a faster build time here in the UK.

'We selected the Kangoo as our new compact ATD vehicle as it reflects the quality of our conversions and offers superb value,' commented Ian Carter, Balder's General Manager. Ian continued, 'Here at Balder we are continually developing the range of drive-from-wheelchair solutions we provide as peoples' needs and expectations are changing fast.'

When combined with its outstanding range of powerchairs, Balder is now in the unique position to offer a level of choice never seen before in the UK.



> WELCOME...

> Welcome to the fourth issue of Balder's bi-annual newsletter - 'Momentum'.

2007 has been a very exciting year with significant business growth and the addition of several new faces. As we pride ourselves on personal service, my team and I continue to be focused on what is most important - our clients.

As part of our ongoing commitment to improving the Balder experience for all potential and existing clients, we enclose a BHTA (British Healthcare Trades Association) satisfaction survey for customers to complete. This will give us the opportunity to review our performance and improve services where necessary. To ensure our service is of the highest standard, we would appreciate your comments on the enclosed form which can be sent freepost to the BHTA when completed.

Thank you for all your support in 2007 and I hope you have a very happy New Year!

Terry Wright, Managing Director, Balder UK

BALDER
be moved



>MATT IS THE KING OF NEW YORK

With the help of Balder and the Rugby League charity XIII Heroes, Matt King has recently made history by being the first person to complete the New York Marathon in a powerchair.

Through incredible determination following his rugby injury in April 2004, Matt King has completed a wide range of achievements, none more impressive than completing the New York Marathon in 6 hours 40 minutes.

Matt was able to raise the funds he needed through the help of the Christopher Reeve Foundation and Anglo Irish Bank following his success at the Great North Run in October 2006. Matt has the same injury as the late Christopher Reeve and the foundation was so impressed with Matt's attitude at the Great North Run, it pledged money to make the New York Marathon a possibility. Matt had previously intended to enter the London Marathon however due to Health and Safety issues, his application was rejected!

Matt undertook a programme of intense training before flying to the US which

included regular test runs on an airfield and coaching from Dame Tanni Grey-Thompson.

Powered by his F290 powerchair and supported by Matthew James from Balder, Matt managed to complete the course with only one pitstop for new batteries. Matt found the final miles extremely difficult especially due to the cold weather, but had the stamina to cross the line even though his body temperature had dropped to 33.2°C.

Now Matt is back in the UK he has praised all who were involved with supporting him. 'A massive thanks must go to all at Balder for making this crazy dream a reality. If it wasn't for their logistical support, I would never have been able to make the start line!' exclaimed Matt.



Left – Matt King on course to make history

Below – Matt crosses the finish line after a gruelling 6 hours 40 minutes



>TWO NEW FACES ADD AN EXTRA DIMENSION

Sue Vernon and Dean Jose join Balder as Specialist Advisors and bring with them a wealth of experience and knowledge.

Sue Vernon has joined the team in the role of Specialist Advisor. Working within the vehicle conversion division of Balder, she is the second fully qualified Occupational Therapist to join the company in the last few months with the added bonus of previously being an Advanced Driving Instructor.

Sue approached Balder as she was keen to spend more time meeting clients face to face and had always been impressed with the Balder range. Sue said, 'As an OT and driving instructor, I felt I could give a great deal to Balder customers. Job satisfaction is very important to me and that is why I look forward to helping so many amazing people. I expect everyday will be challenging but greatly rewarding.'

Outside of Balder, Sue is passionate about classical music and enjoys being an active member of her parish council.

Dean Jose has worked within the industry for the past 14 years with the last 11 focusing on the provision of powered wheelchairs and specialist seating systems. Dean joins the team as Regional Sales Advisor which involves visiting potential clients and undertaking personal powerchair assessments. 'I applied for this position as Balder is such a forward thinking company and I wanted to work in a professional, yet friendly environment. Through my experience in the industry, I can honestly say there are no better powerchairs out there,' stated Dean.

Away from Balder, Dean enjoys being with his young family who keep him very busy while any spare time is filled with golf or boating.



Above – Sue discusses specific needs with another potential ATD user



Left – Dean Jose, Regional Sales Advisor