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**Product of the Year**

Could be an innovative piece of technology, software or an in-car product which help ADIs improve the learning to drive experience, keeping learners safe and/or encouraging better driving. The product could be high-tech or simple, but ingenious. Aimed specifically at instructors, it could be well established and have developed to adapt to the market over the past 12 months or it could be a new, exciting launch.

**Name of product nominated:**

**Contact name:**

**Position:**

**Organisation:**

**Telephone number:**

**Email address:**

**50-word award entry synopsis**:

NB. The synopsis and logo/image will be showcased on the Intelligent Instructor Awards voting portal for the public to view.

**Supporting logo to be attached as a separate file with entry:** (high resolution, jpeg and/or png file, square or landscape)

**Supporting image which best illustrates your product to be attached as a separate file with entry:** (high resolution, jpeg and/or png file, square or landscape)

Please limit your entry to no more than 1,000 words. You can submit a maximum of three A4 pages of supporting documents too. Marks will be awarded, out of 10, for each of the headings below, by each of our judging panel, on how well you meet each part of the criteria.

1. Product description

Please describe your technology / software / physical product in detail, including its key functionality and how this benefits the ADI and/or new driver. What are its USPs? How do you tailor the product to suits its target market?

1. Innovation

How have you adapted during the pandemic to suit the customer needs? How have you developed your offering to meet today’s modern needs? What improvements have you made in the last 12 months to help make your product better and better tailored for your market? What plans have you to invest/improve it in the future? How do you keep one step ahead of the competition?

1. Success

How do you measure the product’s success? What user feedback has been received? Please provide any independent customer ratings reviews. How are sales tracking over the past 12 months and from launch? Does your product help ADIs improve the learning to drive experience, keep learners safe and/or encouraging better driving?

1. Additional information

Please include any further information which you think makes you stand out from others.

Entries are to be submitted via email to [awards@intelligentinstructor.co.uk](mailto:awards@intelligentinstructor.co.uk)

Closing date 2nd December 2022.