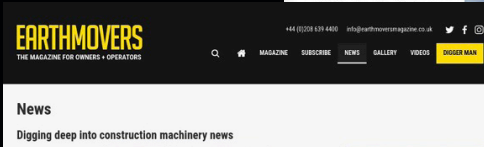
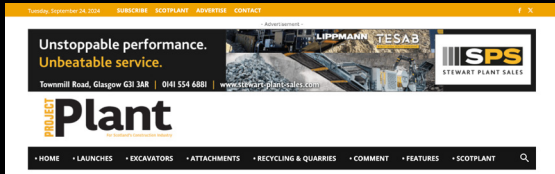
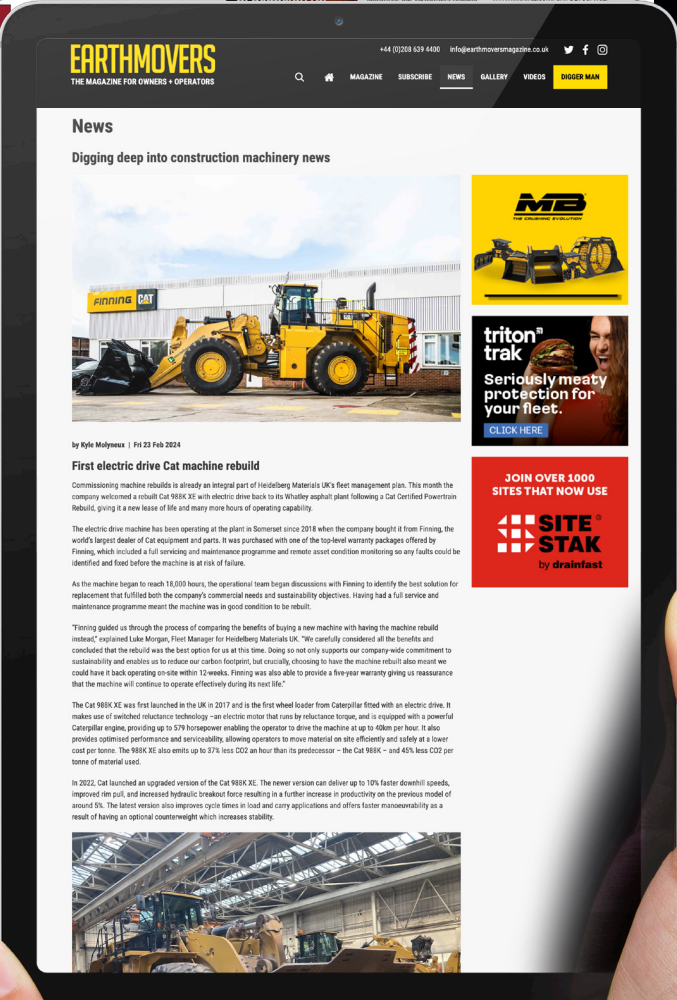
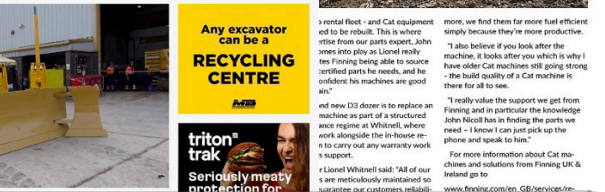
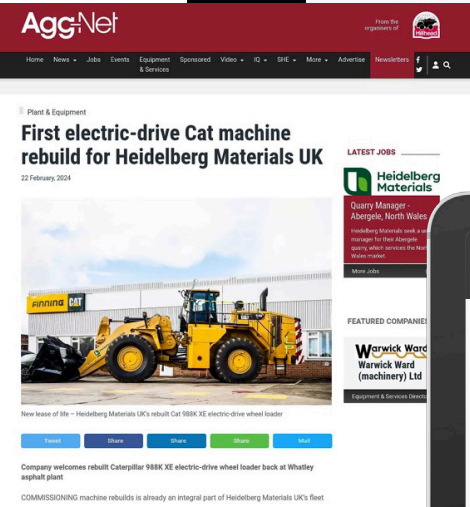
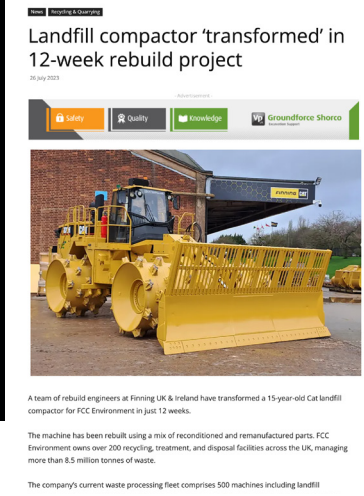
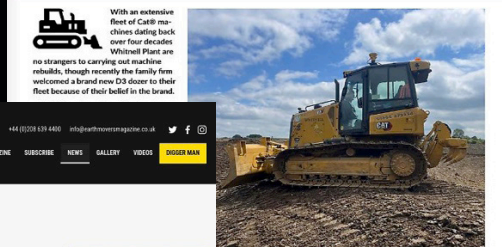


Refreshing rebuilds – creating a PR campaign with lasting impact that continues to drive sales



NEW CAT® D3 DOZER JOINS HISTORIC REBUILT FLEET AT WHITNELL PLANT



Creating a PR campaign with longevity that continues to generate results after the initial activation period can be a challenge. But that's exactly what Finning UK and Ireland has achieved with its 'Refreshing Rebuild' PR campaign.



52
Press clippings



11m
Reach



£millions
Sales pipeline