

# MISSION AUTOMOTIVE

ARMED FORCES ENGAGEMENT FOR THE UK AUTOMOTIVE INDUSTRY



## Alcon, Specialist Brakes & Clutches – Mission Automotive Member

Alcon signed the Armed Forces Covenant on the 12<sup>th</sup> August 2019. The Armed Forces representative at the signing, Lieutenant Colonel Chris Coton, Commanding Officer of 16 Regiment Royal Artillery said: “On behalf of the Armed Forces I am privileged to be able to sign the Armed Forces Covenant with Alcon Brakes at Goodwood’s iconic Festival of Speed. In signing today, you join over 2000 organisations in the UK who have made a similar commitment”. He added: “The Armed Forces Covenant relies on those people, communities, and British businesses to actively support it in making a difference. So, the commitments you have made today formally enshrine what we know you have already done for many years and are doing every day – to support the employment of service leavers and reservists in your workforce, their spouses and families, the wounded, injured and sick. I thank you whole-heartedly for these commitments.”

Signing the Armed Forces Covenant has been a natural extension of the ‘**Mission Automotive**’ initiative, of which Alcon is a founding member. Mission Automotive helps companies to access and retain ex-forces talent and delivers sustainable and relevant employment opportunities for service leavers, veterans and their spouses. Mission Automotive is delivered by Mission Motorsport, the Forces’ Motorsport Charity in partnership with the Royal Foundation of the Duke and Duchess of Cambridge and the Duke and Duchess of Sussex, and the Society of Motor Manufacturers and Traders, with the support of the Ministry of Defence.

James Cameron, CEO of Mission Motorsport said: “Alcon are an accomplished and innovative company whose products have international impact in motorsport, in automotive and in other areas where their name is less well known – including military applications. They have for many years been staunch supporters of Service causes, looking to make a difference through their work to help those whose lives have been impacted by military service. A leader in their industry, their support of the wider Mission Automotive initiative, encouraging others to follow in their footsteps forms powerful advocacy and is to be celebrated.”

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*“We’re honoured to have been invited to sign the Armed Forces Covenant today and also, to announce our involvement in Mission Automotive. We’re committed to supporting the Armed Forces communities in any way we can. We recognise the considerable talent on offer as people leave the Armed Forces and the contribution they can make to a business environment such as ours, post-service.*

*“In signing this covenant, Alcon undertakes a commitment to honour the Armed Forces Covenant and support the Armed Forces communities. It provides more formal recognition of the value serving personnel, both regular and reservists, veterans and military families contribute to the business and to the country.”*

- Alistair Fergusson, Group Managing Director at Alcon