

## For Immediate Release

**4<sup>th</sup> September 2007**

### **THE CRITCHLEYS' MINI**

Passers-by outside Critchleys, Oxford's chartered accountant and business advisers, were reminded of The Italian Job today when a fleet of branded-Minis arrived at the Firm's Oxford office as part of a new company car scheme.

Robert Kirtland, Managing Partner commented on the rationale behind the Firm's innovative idea: *"We have fantastic staff who work incredibly hard and wanted to reward their excellence and commitment with a company car scheme that reflected this. The Mini Cooper's modern and stylish look is the ideal complement to our brand, with its classic design, Oxford roots and sense of innovation. The Mini also has superb fuel efficiency meaning they are economically and environmentally friendly and fits with our strategy of becoming a more environmentally-aware practice"*.

Robert Pinheiro, Marketing Manager added, *"We're hoping that the Critchleys' Mini will become iconic in Oxford's contemporary culture further reinforcing our position as 'The Oxford Accountant'"*.

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## Notes

As a leading firm of chartered accountants and business advisors, Critchleys is committed to providing quality advice to businesses and individuals. Our approach is based on expertise, excellence and personal service. Critchleys' services include: audit and accounting, corporate finance, corporate tax, corporate recovery, financial outsourcing, financial planning, insolvency and bankruptcy, management accounting, payroll, personal tax, trusts and VAT.

Critchleys is a member of the UK200Group of independent chartered accountants  
[www.uk200group.co.uk](http://www.uk200group.co.uk)

We access local financial expertise on a global basis through our affiliation to JHI, an international network of accountancy practices. [www.jhi.com](http://www.jhi.com)

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