



From motorsport to automotive

rFpro monopolised the motorsport industry with its market-leading simulation software and wanted to diversify into the automotive market.

The key to this was increasing brand awareness within the automotive industry and adapting the key messages to suit.

Using traditional PR techniques, **loop** targeted two types of key decision maker; the engineers using the software and the senior management that approve budgets.

The team at **loop** has been working with rFpro for more than six years. The software company is now at the forefront of autonomous vehicle development working with many of the world's largest vehicle manufacturers and global Tier 1 suppliers.



“Working with loop has undoubtedly helped us increase our brand awareness within the automotive industry and, working together as one team, we’ve ensured that rFpro has become synonymous with advancing autonomous vehicle development”

rFpro Marketing Manager

