

Registered number

02098313

Automotive PR Limited

Abbreviated Accounts

31 December 2012

Automotive PR Limited**Registered number:** 02098313**Abbreviated Balance Sheet****as at 31 December 2012**

	Notes	2012 £	2011 £
Fixed assets			
Intangible assets	2	-	628
Tangible assets	3	18,307	10,490
		<u>18,307</u>	<u>11,118</u>
Current assets			
Debtors		382,494	487,380
Cash at bank and in hand		85,401	81,345
		<u>467,895</u>	<u>568,725</u>
Creditors: amounts falling due within one year		<u>(370,151)</u>	<u>(418,431)</u>
Net current assets		97,744	150,294
Net assets		<u>116,051</u>	<u>161,412</u>
Capital and reserves			
Called up share capital	4	100	100
Profit and loss account		115,951	161,312
Shareholders' funds		<u>116,051</u>	<u>161,412</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

Members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

M Ferrari

Director

Approved by the board on 20 September 2013

Automotive PR Limited
Notes to the Abbreviated Accounts
for the year ended 31 December 2012

1 Accounting policies

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Turnover

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers.

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Fixtures and fittings	25% straight line
Computer equipment	33.33% reducing balance

Foreign currencies

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. All differences are taken to the profit and loss account.

Leasing and hire purchase commitments

Assets held under finance leases and hire purchase contracts, which are those where substantially all the risks and rewards of ownership of the asset have passed to the company, are capitalised in the balance sheet and depreciated over their useful lives. The corresponding lease or hire purchase obligation is treated in the balance sheet as a liability.

The interest element of the rental obligations is charged to the profit and loss account over the period of the lease and represents a constant proportion of the balance of capital repayments outstanding.

Rentals paid under operating leases are charged to income on a straight line basis over the lease term.

Pensions

The company operates a defined contribution pension scheme. Contributions are charged to the profit and loss account as they become payable in accordance with the rules of the scheme.

2 Intangible fixed assets

£

Cost

At 1 January 2012	7,782
At 31 December 2012	<u>7,782</u>

Amortisation

At 1 January 2012	7,154
Provided during the year	<u>628</u>
At 31 December 2012	<u>7,782</u>

Net book value

At 31 December 2012	-
At 31 December 2011	<u>628</u>

3 Tangible fixed assets**£****Cost**

At 1 January 2012	78,349
Additions	<u>16,947</u>
At 31 December 2012	<u>95,296</u>

Depreciation

At 1 January 2012	67,859
Charge for the year	<u>9,130</u>
At 31 December 2012	<u>76,989</u>

Net book value

At 31 December 2012	<u>18,307</u>
At 31 December 2011	<u>10,490</u>

4 Share capital**Nominal
value****2012
Number****2012
£****2011
£**

Allotted, called up and fully paid:

Ordinary shares	£1 each	100	<u>100</u>	<u>100</u>
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