

Registered number

02098313

Automotive PR Limited

Abbreviated Accounts

31 December 2014

Automotive PR Limited**Registered number:** 02098313**Abbreviated Balance Sheet****as at 31 December 2014**

	Notes	2014 £	2013 £
Fixed assets			
Tangible assets	3	10,492	13,848
Current assets			
Debtors		404,669	471,520
Cash at bank and in hand		99,646	56,888
		<u>504,315</u>	<u>528,408</u>
Creditors: amounts falling due within one year		<u>(453,779)</u>	<u>(449,919)</u>
Net current assets		50,536	78,489
Net assets		<u>61,028</u>	<u>92,337</u>
Capital and reserves			
Called up share capital	4	100	100
Profit and loss account		60,928	92,237
Shareholders' funds		<u>61,028</u>	<u>92,337</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.

The 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 13 August 2015

Automotive PR Limited
Notes to the Abbreviated Accounts
for the year ended 31 December 2014

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 January 2015).

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

Stocks

Stock is valued at the lower of cost and net realisable value.

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 2014	7,782
At 31 December 2014	<u>7,782</u>

Amortisation

At 1 January 2014	7,782
At 31 December 2014	<u>7,782</u>

Net book value

At 31 December 2014	<u>-</u>
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3 Tangible fixed assets**£****Cost**

At 1 January 2014	97,760
Additions	1,193
At 31 December 2014	<u>98,953</u>

Depreciation

At 1 January 2014	83,912
Charge for the year	4,549
At 31 December 2014	<u>88,461</u>

Net book value

At 31 December 2014	<u>10,492</u>
At 31 December 2013	<u>13,848</u>

4 Share capital**Nominal
value****2014
Number****2014
£****2013
£**

Allotted, called up and fully paid:

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