



Sinclair Group

Strengthening EV fire safety across multi-site automotive dealerships

Overview

The Sinclair Group is one of the UK's leading automotive groups, with a history spanning more than 80 years. Founded in 1945 in Port Talbot, the business has grown from a single local garage into a respected multi-site dealership group operating across South Wales and Shropshire.

Today, the Sinclair Group represents a wide range of automotive brands and provides sales, servicing and aftersales support to customers across its dealership network. As electric vehicles become an increasingly prominent part of dealership operations, the Group continues to review and strengthen its approach to onsite safety.

The Challenge

With multiple dealerships operating workshops and showrooms, the Sinclair Group identified the need to strengthen its existing fire safety provision to address the specific risks associated with the growing number of electric vehicles.

The Group required a solution that would allow personnel to respond quickly and confidently in the event of a suspected EV fire, while fitting naturally within established safety procedures across all sites.

Requirements & Technical Criteria

The Sinclair Group was clear in its requirements: an EV fire-containment solution with proven benefits in both workshop and showroom environments.

Each EV fire blanket needed to be supplied with a dedicated storage box to allow secure positioning at defined locations within each dealership. The solution also had to be easily accessible and straightforward to deploy by staff should an electric vehicle be identified as presenting a potential risk.

Consistency across the Group's sites was an important consideration, ensuring a standardised approach to EV fire safety throughout the dealership network.

"Fire Cloak proved to be a reliable and strategic partner for Sinclair Group. Their expertise, professionalism, and proactive approach helped us address complex challenges efficiently. The collaboration was smooth, the outcomes were strong, and we would confidently recommend Fire Cloak to other organisations looking for dependable results."

– Director of Safety, Sinclair Group



Why Fire Cloak™

Several characteristics underpinned the selection of Fire Cloak by the Sinclair Group. When evaluating available EV fire blankets, they placed strong emphasis on quality, performance and overall value. Fire Cloak™ met these criteria while also offering the assurance of independent certification and consistent build quality:

Proven Performance & Rigour

Fire Cloak™ is widely used across automotive dealerships and service centres, supporting EV safety during routine maintenance, repair and vehicle storage. The blanket's construction — from the specialist fabric to the quality of the stitching — is designed for reliability and durability in day-to-day dealership operations.

Independent Testing & Certification

A key deciding factor for the Sinclair Group was Fire Cloak™'s certification to DIN SPEC 91489:2024-11, an internationally recognised standard for EV fire-containment blankets. This certification provides clear assurance that the product meets stringent performance and safety criteria, offering transparency and confidence for those responsible for onsite safety.

Ease Of Deployment

Supplied in robust storage boxes and designed for predictable handling, Fire Cloak™ EV Fire Blankets can be accessed and deployed quickly by dealership personnel. This ease of use allows the blanket to integrate smoothly into existing safety procedures without adding unnecessary complexity.

Operational Use

Fire Cloak™ EV Fire Blankets are positioned in strategic locations throughout each Sinclair Group dealership. Their presence provides staff with a dedicated EV fire-containment option that complements existing fire safety equipment and supports a prompt, controlled response while professional firefighting services are mobilised.

Results & Impact

By standardising the use of Fire Cloak™ EV Fire Blankets across its dealership network, the Sinclair Group has bolstered its approach to EV fire safety.

The addition of dedicated containment equipment supports staff readiness, helps limit potential disruption and reinforces the Group's commitment to maintaining high health and safety standards for both customers and employees.