

**DINESH FOR MAYOR. FOR EXPERIENCE,  
FOR COMMITMENT, FOR ALL LONDON**

# **DON'T LET LABOUR LET LONDON DOWN AGAIN**

Labour takes London for granted. The Tories know they can't win. Londoners demand better and only we can provide it.

Liberal Democrats have had the courage to stand up for the values that I have lived by throughout my life – fairness, justice, inclusion & opportunity, internationalism and environmentalism.

London gave me the opportunity to build a global business, [www.ebookers.com](http://www.ebookers.com). Now is my chance to repay London and our party by fighting the properly resourced campaign we need and Londoners deserve.

**PLEASE VOTE  
DINESH DHAMIJA 1ST  
ON THE MAYORAL  
CANDIDATE BALLOT.**

**“ EveningStandard.**

**He won't be the bookies' favourite to win, but he has a chance....**

**He's the most rounded potential candidate since Susan Kramer.**

**”**



## **4 REASONS TO SUPPORT DINESH**

**Dinesh is the candidate who:**

- 1** Is a first generation immigrant able to reach out to 3.5 million fellow Londoners.
- 2** Can use his business success to reach young aspirational entrepreneurs.
- 3** Can stop the Labour and the Tories outspending us again
- 4** Ensure an evidence and research led, all London, campaign to halt and reverse our voting decline

## **WHY WE CAN BEAT THE TORIES**

Recent polling shows the Tories are lower than Zac Goldsmith polled last time.

They have selected a pro-Brexit candidate - an insult to the millions of Londoners who voted Remain and are likely to be hit hardest by BREXIT.

As a proven business leader Dinesh can reach out to Remain Tories

**Now is the time to push them into third place**

**SCROLL DOWN /TURN OVER THE PAGE TO SEE HOW WE CAN WIN BIG IN LONDON IN 2020**

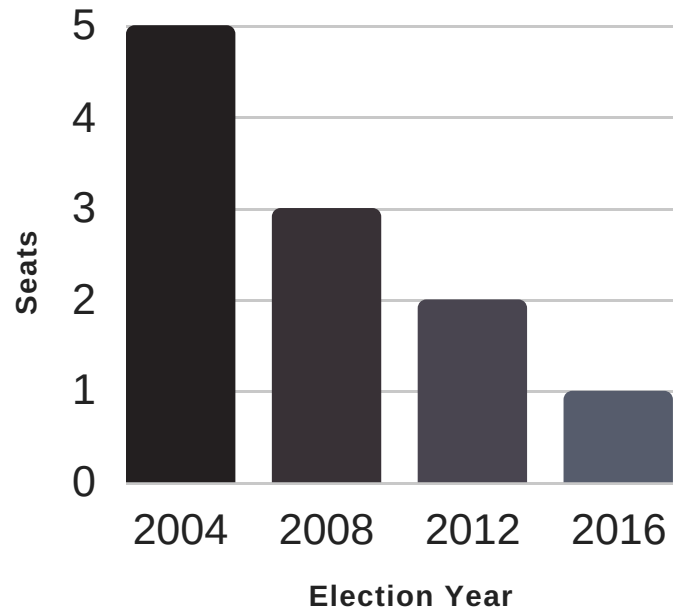
# OUR RESEARCH SHOWS THE WAY TO WIN BIG IN 2020

We know that when Londoners hear our messages and see what we do, they vote Lib Dem. But great policies do not win if no one knows about them. Right now most Londoners who could vote for us, rarely hear from us. We used to have 5 assembly members, now it's just 1. **We can stop this decline, but only if we adopt a different strategy.**

The research I commissioned identifies hundreds of thousands of Londoners open to voting Lib Dem, **but only if they hear from us. It also shows a soft Green and Labour vote to gain defectors from.**

I will pull together the resources we need to campaign effectively across all boroughs in London. Many who hear us will join us, campaign and support us, building our strength across all of London.

## WE CAN AND MUST DEMAND BETTER TO WIN 4+ ASSEMBLY SEATS



### DINESH:

- Opposes the third runway
- Would fund 2,000 more police
- Would build a million new homes over 15 years
- Would ban Diesel from London

## A RECORD OF EXPERIENCE

Dinesh is the **ONLY** Candidate who has done all of this:-

- Built and managed a business, [www.ebookers.com](http://www.ebookers.com), from a kiosk on Earls Court tube station to a \$1 billion company, with 2,000 staff and floated it on the London Stock Exchange
- Set up and run charities, personally donating over £3million.
- Already Speaks in the media for Open Britain.
- Campaigned across 14 boroughs in the May elections, ensuring they could fight effective social media campaigns
- Worked for the Party since joining in 2014 - appointed business advisor to the Leader and is now an elected member of the Federal Board and deputy treasurer of the party.

## YOUR VOTE MATTERS

PLEASE USE IT TO SUPPORT THE MOST EXPERIENCED CANDIDATE WHO WILL CAMPAIGN ACROSS ALL OF LONDON

[WWW.DINESHDAMIJA.COM](http://WWW.DINESHDAMIJA.COM) OR  
CALL/TEXT YOUR SUPPORT ON 07771 997 171