

KELTRUCK



KELnews

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Keltruck – A Family Affair

Scania's new truck range complete

Mira – Ride&Drive Success

RHA Spring Convention May 2004 – Portugal

plus lots more



JOHN BIGGIN
MANAGING DIRECTOR

"Welcome to our latest edition of Kelnews. 2004 is proving to be a very busy and successful year for Keltruck. At the time of writing we have already taken orders for 400 new trucks and have delivered 320 new and 280 used vehicles.

The whole team are very excited about the launch of the new range of Scania trucks, which have been very well received by our customers - read on for more about the new range in this newsletter.

All areas of our Aftersales are seeing growth this year, I have no doubt that we will break one or two records before the year end.

Finally I hope you all enjoy reading our latest newsletter"

Keltruck – A Family Affair

Keltruck have always been proud of the close team-working environment we have present throughout the company, but I think we've now stumbled across the reason as to why we all get on so well...we're all related!

Our very own chairman Chris Kelly also works alongside his wife Sonia Kelly (Non Exec Director), son Christopher Kelly (Non Exec Director), daughter Nicola Smith (Training & Communications Manager), cousin Mike Kelly (Sales Director) and nephew Russ Kelly (Account Manager).

Depot Manager Neil Vazey who looks after our Walsall and Kingswinford depots is married to Sally Vazey (Contracts Manager) who works alongside her mother Margaret Green Morris (Admin Assistant) and her cousin Lynne Johnson (Contracts Administrator).

Ross Hill (Service Manager) is married to Amanda Hill (Contracts Administrator) who is the sister of Claire Colbourne (Sales Admin Assistant) and daughter of David Potter (Bodyshop).

Andrew Bentley's (General Manager For Marketing) partner Vanessa Athersmith (Administration Supervisor) works at our Walsall depot alongside her sister Leanne Athersmith (Administration Assistant).

Our Body Shop Manager Paul 'Toby' Talbot works at our West Bromwich Depot alongside sons Boyd Talbot (Panel Beater) and Aaron Talbot (Office Junior). Also present are his nephews Brett Maycock (Chassis Repairer), Paul Maycock (Panel Beater) and brother-in-law Terry Talbot Humphries (Service Receptionist).

Nigel Bennett (Parts Supervisor) works alongside his wife Lisa Bennett (Service Receptionist) at our Tamworth depot.

June Cartmell (Service Receptionist) works alongside her husband Pete Cartmell (Parts Delivery Driver) at our Walsall depot.

General Manager Russ Warner works alongside his auntie Susan Jakeways (Service Receptionist) at our West Bromwich depot.

Julie Loweth (Service Receptionist - Esso) has a son Richard Loweth working as an apprentice at our Tamworth depot

Dan Organ (Service Admin) West Bromwich is brother of Mathew Organ (Apprentice) and Nick Organ who is currently undertaking work experience at Keltruck.

Darren Dicks (Parts Person) at West Bromwich is son of Robert Dicks (Round Robin Driver)

Kelvin Sloane (Parts Person) at West Bromwich is son of Karen Bate (Cleaner)

Joyce Jones (Cleaner) at West Bromwich is married to Joe Jones (Maintenance Technician) who works alongside his son-in-law Phil Green (Technician) and niece Helen Bevan (Receptionist)

Sean O'Callaghan (Depot Manager) of our Coventry depot is brother of Paul O'Callaghan (Technician) at our Droitwich depot.

Brothers Chris and Andrew Hall both work as apprentices at our West Bromwich depot

Do you know anymore Keltruck relations?
Email info@keltruck.com

About www.keltruck.com

In 1998 Keltruck became the first UK truck dealer to go online. The website at that time only advertised used trucks & parts for sale in the UK & for export
Due to the phenomenal growth in visitors to the site as well as the growing number of business leads generated by the site it was relaunched in 2000 to offer further information on the company's operations in used parts, vehicle sales & after sales. To celebrate the relaunch of the site the company logo & website address was painted on the side of the head office building

overlooking the M5 motorway.
In 2002 the recycling (used & reconditioned Scania cabs, parts & assemblies) pages were relaunched at www.keltruck.com/recycling
In August 2004 the site was completely relaunched & now includes improved content & more easily accessible information on all of the company's operations in new & used vehicle sales & after sales. The site now includes as much detail as the truck operator could possibly need, right down to the spec sheets for his next truck.

Scania's new truck range complete

With the launch of the P- and T-series, Scania's new truck range is complete. At the same time Scania's modular engine range also becomes complete with a brand new 9-litre engine based on the same combustion chamber and technology as other Scania engines. Also new is a Euro 4 version of the 12-litre engine for customers in search of extra low emissions.

Scania's complete new truck range was shown at the IAA exhibition in Hanover 23-30 September 2004.

The introduction of Scania's new truck range, which started in April with the launch of the R-series, will now be complete with the P- and T-series. Further models are also added to the R-series. The P- and R-series are designed for all types of transport, long-haulage, construction and distribution. The T-series is intended for long-haulage and construction.

The changeover of Scania's European production continues according to the plan. The units in Sweden, the Netherlands and France have gradually started to assemble the new range. This year the new range will represent about 20 percent of Scania's production in Europe.

The new R-Series is everything we know, so far. Based on our proven 4-series, this new long haul vehicle delivers better fuel efficiency, increased payloads and improved driver comforts. Your uptime can be significantly increased with the new R-Series. Improved components and faster access

to maintain and repair your truck cut down-time. If needed our well-placed European network with over 1,000 service workshops will keep you moving.

Driver comfort is a Scania hallmark. Therefore we've invested a lot of effort into developing these R-series cabs to give long-haul drivers more of the comforts of home. Numerous refinements embedded in advanced ergonomics make driving, resting and even stowing luggage easier. The high-roof sleeper cab designed to allow full standing height is our new solution to many customer requirements.

In typical Scania fashion, cab, powertrain and chassis are all designed to support your driving and help your decisions. To support your reactions we give you responsive engines, smooth shifting gears, communicative handling and powerful brakes. Reliable tools so that you as a driver can actively reduce the risk of accidents. These are a few of many reasons as to why the new R-Series has been awarded the prestigious trophy "International Truck of the year 2005"



Did You Know?

West Bromwich Service Department can service/inspect over 40 vehicles a day through the workshop.

Did You Know?

Keltruck is 21 years old this year

Did You Know?

Keltruck's 1000th truck was sold in March 1986 to Laura Ashley. We have now sold over 7700 trucks to date.

Tachograph Bay at Tamworth



The Tachograph Bay at Tamworth has now been fully refurbished with the latest equipment installed. We are now able to accommodate Digital Tachographs when they come into force and all makes of vehicles can be catered for.

Keltruck Ltd at Tamworth offers flexible working hours incorporating a nightshift, due to this we are able to formulate a solution which suits the customer's requirements quite easily.

For more info please contact
kevin.jones@scania.com



Did You Know?

Keltruck today has ten locations and 280 members of staff

Did You Know?

The alternating St. Georges Cross and Union Jack Flags that proudly fly over the Commercial Vehicle Accident Repair Centre at West Bromwich attract several callers a week who pass on the M5 saying they are so pleased to see them flying. We even get asked where each one has gone if we take one down for a cleaning. Mike Kelly, Sales Director of Keltruck was interviewed by Radio WM regarding our flag as they said it was the largest of its kind in the West Midlands. The flag is over 8 metres in length.



Careers with Keltruck

The Scania vehicle of today has been designed with efficiency, productivity and the environment firmly in mind. Sophisticated engineering solutions blend with leading-edge technology, delivering maximum performance and the best-possible operating economy while ensuring environmental impact is reduced to a minimum.

For the Technician, this means there are new skills to learn. As well as a thorough grounding in mechanical engineering, an in-depth understanding of diagnostic procedures backed by an appreciation of computerised technology are now equally important in this demanding and complex career.

Reflecting its own commitment to training, Scania has invested heavily in an extensive and modern Training Centre. Located centrally in rural Leicestershire and dedicated to excellence, expertise and personal development, the Centre has been totally equipped to meet every training need. And with a range of courses on offer to

Scania operators, the Scania Training Centre can provide everything necessary to enable you to protect your investment way into the future.

A career with Keltruck

From Scania Apprentice to Master Technician, the Scania Training Centre provides the skills for a complete career and much, much more:

Dedicated, structured training and a personal development programme for Scania Apprentices, including team building as an integral part of the course.

Work with the latest technology - a PC at every desk.

Make new friends at the Centre's campus-style environment -while developing a trade for life.

Nationally recognised qualifications, further enhanced by Scania's own Master Technician courses.



This March saw Keltruck exhibit a stand at the 'Commercial Vehicle' show hosted at the NEC in Birmingham. 500 exhibitors were spread through five halls, in what turned out to be an extremely successful event with over 20,000 people passing through the gates.

Staff from Keltruck were present to specifically promote both the Accident Repair Centre and Recycling facilities that our company offers. Recycling Manager John Small, Body Shop Manager Paul 'Toby' Talbot and General Manager for Marketing Andrew Bentley were available throughout the three days to answer any queries put forward from visitors to the Keltruck stand.

"The CV Show was a great platform for Keltruck to demonstrate its presence within our home territory and, of course, its unique position within our industry."

Andrew Bentley (General Manager Marketing)

Next year's CV Show will be at the NEC from Tuesday 30 April to Thursday 2 May. Visit www.cvshow.com for free tickets



Mira - Ride & Drive Success

The Mira Ride & Drive took place over Thursday 15th and Friday 16th of July

We organised the event in association with Crane Fruehauf, the Norfolk based trailer manufacturer. Customers had the opportunity not only to view, but also to test drive our new 'Scania R Series' vehicle, along with several new and exiting products being launched by Fruehauf this summer.

We hired MIRA's handling and stability circuit for the two days and customers had plenty of opportunities to test drive the range of vehicles on offer along with the various curtainsiders, vans,

tipper, skeletal and platform trailers on offer from Fruehauf.

Full refreshments were available and our sales and technical team were on hand to discuss any aspect of the vehicles. This was a valuable opportunity to test some of the industry's latest trucks and trailers in an informal atmosphere.

The two days proved extremely successful as around 200 Keltruck and Fruehauf customers attended the event. Some customers came to see the products from as far as Northern Ireland, Scotland and Tyne and Wear.

Swedish R Series Launch Events

- Over 300 UK network staff attended the Swedish programme in Sodertalje in March.
- 360 Keltruck customers attended the launch programme in Sodertalje in March.
- The Press attended the launch introduction in early April.
- 31,000 customers received a copy of Newsbrief.
- A special edition of The Brand was issued to Scania employees.

- Brochures are now available on Long-haul and R-series.
- www.scania.co.uk & www.keltruck.com have been updated with Swedish launch material
- All attendees on staff trips have been sent a launch pack.

Travel West Midlands Choose Keltruck & Scania

Travel West Midlands have taken delivery of eleven new Scania buses.

The vehicles are Scania CN94UA Omni Artics. Pictured below is one of the vehicles which will operate the number 67 route in Birmingham, West Midlands. Each Chassis will be looked after by Keltruck's West Bromwich depot on a 5 year full repair & maintenance package.



Did You Know?

Keltruck, or Kelly Trucks as it was then known, sold its first truck to Wrekin Transport, an R142 4x2 80 tonner!

Did You Know?

Keltruck Accident Repair Centre can offer contract pricing whereby the quoted price remains the invoiced price

Did You Know?

Keltruck Recycled Scania parts can save up to 70% on parts purchase price



New Depot for Coventry

The target date for this is November 2004

Contact Sean O'Callaghan for more details
sean.ocallaghan@scania.com



Due to the expanding volume of vehicles within the Coventry territory, Keltruck are expanding operations by opening a new depot.

We will not be moving far, it is quite literally a 30 second walk away !

The new depot will be in Paragon Way, just off Bayton Road where the existing depot is currently located. There will be over 4 times more floor space allowing additional vehicles within the workshop area and more room for parts stock holdings.

Motor Transport Awards

This year Keltruck are proud to announce that we were Motor Transport finalists under the 'Dealer of the year' category. The finals were held at Grosvenor House Hotel, London and 10 representatives from Keltruck attended.

Although we did not win this event, we will be there next year and of course we were pleased to become finalists out of many entries for the award.

A big thanks to all the staff at Keltruck for all the hard work they have put in to allow us to get this far.

Next year's Motor Transport Awards will be held on July 7th 2005



Did You Know?

Keltruck Recycling holds over 12,000 parts on the racks on a computerised stock control system.

RHA Spring Convention May 2004 - Portugal

Keltruck Ltd sponsored the Road Haulage Association Annual Convention which was held in the Hotel Almansor, Algarve, Portugal.

This annual event enables industry leaders who are RHA members to meet over three days to discuss road transport issues. The theme of the event this year was 'Directives: Red Tape or Green Light?' which provoked several interesting debates amongst the road hauliers, agencies, manufacturers and suppliers present.

Keltruck had an advertising stand promoting the Accident Repair Centre, Recycling Department and Used Sales at this event. There were over three hundred Road Haulage Association members present.



So guys and girls of Keltruck, are you bored with routine training courses and embarrassing moral boosting exercises? Well here's your opportunity to attend a 'Team Building Day' with a difference....a FUN difference!!!!

Four of the guys at our Cheltenham depot have invested in 14 paint-ball guns and all the safety equipment needed for paint-balling. Fed up with paying £80-£90 every time they went, they've decided to take the plunge and set up their own paint-balling arena....How cool is that????

Time for a real team building exercise...

"We thought it would be good for staff moral in the group to invite you all in teams of seven at a time to do battle and experience the adrenaline rush. We shall have a table of depots within the group and a running league. I think it will provide us with a great opportunity to meet people from other depots and swap gossip"

Games will be charged at £5 per person which covers the cost of renting the woodland, Paintballs can be bought at a cost of £4.50 per hundred balls. If anyone else has ever been paint-balling before you'll know that this is 'Cheap as Chips'.

So if you can get a group of mates together from your depot and you fancy a laugh, give John England a ring on **07815 444 016** for any enquiries.

Did You Know?

Keltruck Ltd Used Trucks are available to view on our website: www.keltruck.com/usedtrucks

Sponsored Van Run

Keltruck will be sponsoring a van run from John O'Groats to Lands End, the proceeds of which will fund the Aberdovey Life Boat.

For more details contact David Morgan:
david.morgan@scania.com



Did You Know?

Keltruck has re-launched our website, please visit us on www.keltruck.com to see exactly what we mean.



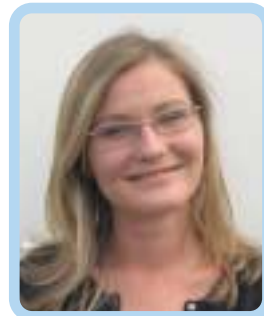
Keltruck Golf Day 2004

July saw Keltruck hold our annual golf day for 2004. The venue was Patshull Park Golf and Country Club and we were joined by over 75 customers.

We also had a new R-Series vehicle present on the day, which was available for viewing by customers.

The whole event was a great success with the day being nicely rounded off with an evening meal and awards presentation ceremony. Congratulations to Richard Catley who was the overall winner on the day and many thanks to Keltruck's Ian Scott and Pam Young whose hard work in organising the event helped the day to run smoothly and prove a most enjoyable experience for both staff and customers.

New Staff Joining Keltruck



Kate Litchfield is appointed Service Receptionist at Droitwich



Robert Gayden is appointed Parts Supervisor at Droitwich



Charlotte Hedgecock is appointed Administration Clerk at Droitwich



Kris Benbow joins Keltruck in the Marketing Department



Leanne Athersmith joins the Walsall Depot as Administration Assistant

New Appointments

Christopher Kelly is appointed as Non-Executive Director as of June 2004

Kevin Law moves from the Kwik Save contract to the position of Contracts Engineer

Kevin Jones is appointed Tamworth Depot Manager

Tim Holloway has moved from Droitwich to become Parts Supervisor at Cheltenham

Sam Brookes is appointed Administration Clerk at West Bromwich