

1983 KELTRUCK LOCATIONS

- West Bromwich
  - Brierley Hill
  - Coventry
- Droitwich
  - Walsall

2013 KELTRUCK LOCATIONS

**Keltruck West Bromwich**  
(Head Office)  
Kenrick Way  
West Bromwich  
Birmingham  
B71 4JW

Tel: 0121 524 1800

**Keltruck Burton on Trent**  
3rd Avenue,  
Centrum 100  
Burton on Trent  
DE14 2WD

Tel: 01283 510011

**Keltruck Caldicot**  
Unit 55,  
Symonds Cliffe Way  
Severn Bridge Industrial Estate  
Caldicot  
NP26 5PT

Tel: 01291 431715

**Keltruck Cardiff**  
Penarth Road  
Cardiff  
CF11 8UT

Tel: 02920 2246671

**Keltruck Cross Hands**  
Cross Hands Business Park  
Cross Hands  
Llanelli  
SA14 6RB

Tel: 01269 844855

**Keltruck Cheltenham**  
Golden Valley  
Gloucester Road  
Cheltenham  
GL510TT

Tel: 01242 252140

**Keltruck Coventry**  
7a-7b Paragon Way  
Zone 4a  
Bayton Road Ind Estate  
Exhall  
Coventry  
CV7 9QS

Tel: 02476 644 664

**Keltruck Droitwich**  
Unit 28c, North Bank  
Berry Hill Industrial Estate  
Droitwich  
WR9 9AU

Tel: 01905 77 70 60

**Keltruck Groby**  
Midland Distribution Centre  
Markfield Road  
Groby  
LE6 0FS

Tel: 01530 24 31 33

**Keltruck Kingswinford**  
Oak Lane  
Kingswinford  
West Midlands  
DY6 7JS

Tel: 01384 271 652

**Keltruck Lutterworth**  
Bilton Way  
Lutterworth  
LE17 4JA

Tel: 01455 550740

**Keltruck Lutterworth**  
2 Arkwright Hill Farm  
Cosby  
Leicester  
LE9 1RH

Tel: 01455 208 264

**Keltruck Newark**  
Brunel Drive  
Newark Industrial Estate  
Newark  
NG24 2EG

Tel: 01636 700 203

**Keltruck Nottingham**  
Rennie Hogg Road  
Riverside Industrial Estate  
Nottingham  
NG2 1RX

Tel: 0115 986 51 21

**Keltruck Ross on Wye**  
Goodrich  
Ross on Wye  
HR9 6DF

Tel: 01600 891 257

**Keltruck Rugby**  
Unit 8, Glebe Farm Road  
Glebe Farm Industrial Estate  
Rugby  
CV21 1GQ

Tel: 01788 571 959

**Keltruck Sutton in Ashfield**  
Unit 2,  
Fullwood Road South  
Sutton-in-Ashfield  
NG17 2JZ

Tel: 01623 55 95 59

**Keltruck Tamworth**  
Watling Street  
Dordon  
Tamworth  
B78 1TS

Tel: 01827 33 01 00

**Keltruck Willenhall**  
Vinculum Way  
Willenhall  
WV13 2RG

Tel: 01902 637 777

**Keltruck Worksop**  
Old Manton Colliery,  
Retford Road  
Worksop  
S80 2RZ

Tel: 01909 500595



KELTRUCK

KELNEWS



30 year Anniversary Edition  
April 2013







KELTRUCK

# MAKING IT TO 30 YEARS

BusinessSequate omniet arum lab illam dolor sin reperi tem quid eatur, nissedis nonet pe quae doluptatet dolorem repel eni temporr ovitium fuga. Ecto. nissedis nonet pe quae doluptatet dolorem repel eni temporr ovitium.

BusinessSequate omniet arum lab illam dolor sin reperi tem quid eatur, nissedis nonet pe quae doluptatet dolorem repel eni temporr ovitium fuga. Ecto consedias parum hici berundi bla entium landus esto occum reptae aut placcum

Aximagnim sitem labo. Ut labo. Imolutatiost hici sam nimus, officiam qui sum cone con prepelis dolore millaccuptae dolorita corest volor samus. Celebrating 30 Years in BusinessSequate omniet arum lab illam dolor sin reperi tem quid Ecto consedias parum hici berundi bla entium landus esto occum reptae aut placcum a exeriossitis

Aximagnim sitem labo. Ut labo. Imolutatiost hici sam nimus, officiam qui sum cone con prepelis dolore millaccuptae dolorita corest volor samus. Celebrating 30 Years in BusinessSequate omniet

arum lab illam dolor sin reperi tem quid Ecto consedias parum hici berundi bla entium landus esto occum reptae Aximagnim sitem labo. Ut labo. Imolutatiost hici sam nimus, officiam qui sum cone con prepelis dolore millaccuptae dolorita corest volor samus.

Aximagnim sitem labo. Ut labo. Imolutatiost hici sam nimus, officiam qui sum cone con prepelis dolore millaccuptae dolorita corest volor samus. Celebrating 30 Years in BusinessSequate omniet arum lab illam dolor sin reperi tem quid Ecto consedias parum hici berundi bla entium landus esto occum reptae aut placcum a exeriossitis



Keltruck Founder, Chris Kelly



Keltruck officially opened its new head office in April 2013



## INTRODUCTION

A warm welcome to what is a very special edition of Kelnews, celebrating 30-years in business as the Scania franchised dealer serving the Midlands and the South Wales region. While I might still be classed as 'the new-boy' having been here just six years, I've known Chris and been involved with Keltruck since 1994; so not quite so new really.

I've watched the company grow, try new ideas, and admired some of the achievements over the years, and I guess now I can say I'm proud to be at the helm; a responsibility I take very seriously with Chris having completely retired and entrusting me and my fellow directors with the company he's put so much into over the years.

In this edition of Kelnews we're taking the opportunity to take a look back in time, some comparisons with today and some of the major milestones in the company history. While it might be hard to describe us a family business these days with over 450 staff and the sheer geography that we cover, we still believe we're all about the people.

We trade with around 3,000 customers on account on a monthly basis; each one of those customers will have a relationship with their Keltruck contact, be it via the parts front counter or our one and only Mike Kelly. These relationships are all important to us and it's what makes us different – The Keltruck Person: One that wants to do a good job to the best of their ability.

I hope you enjoy this edition and a big thank you to all of our customers, new and old for all of the business over the past 30 years, and here's to the next 30.....

**Andrew Jamieson**  
Managing Director  
& Dealer Principal



Andrew Jamieson,  
Managing Director & Dealer Principal



# EAST MIDLAND COMMERCIALS

Keltruck owner Chris Kelly co-founded East Midland Commercials in 1992 with his friend and business partner Alan Murrall who sadly died in May 2002. The company was run by Kevin Taylor, Managing Director at the time.

Chris Kelly bought the remaining part of the company from Alan's family in 2004 and kept it as East Midland Commercials until January 2005 when it officially started trading as Keltruck.



Workshop Branch

The merge of the two companies gave Keltruck 17 locations, making Keltruck the UK's largest independent dealership for Scania vehicles.

Acquiring East Midland Commercials made Keltruck almost double in size overnight - with great staff and facilities at the current branches the transition was seamless. Whilst Keltruck is responsible for the larger expanded territory, the focus remains on dedicated customer care that is always placed in high esteem and monitored closely throughout the business.

Tony Jarman, Workso's Branch Manager started at Keltruck in 2002 working for East Midland Commercials as a Workshop Controller. Since joining Keltruck he has worked as the Branch Manager for Keltruck Sutton-in-Ashfield and now has the role of Branch Manager for Keltruck Workso.

**"The new build at Workso was a very exciting time as I had the chance to completely set up a new depot from interviewing all the staff to buying all the new equipment for the workshop and getting the layout set up correctly to make it as smooth running as possible."**

Keltruck developed a new state-of-the-art branch at Workso in Nottinghamshire which



Alan Murrall, Kevin Taylor and Chris Kelly

gave a further customer support facility in the East Midlands territory, the site opened in May 2007 to serve the B&Q operation as it is located 500 yards away from their distribution centre. Opening this site has given greater assistance to the B&Q fleet of over 60 tractor units and around 750 trailers, in addition to that the branch also supports customers and provides 24/7 breakdown assistance in the Workso area. Tony continues;

**"We have seen good growth in Retail work at Workso which has taken around 4 years to build up in this area, to keep the B&Q contract running for six years and still going strong has been great success for Keltruck with B&Q Buying 100 new Scania vehicles over 2011/2012."**



# SCANIA SILURIAN

Keltruck equired South Wales dealership Silurian Scania in January 2011 welcoming 4 more branches to the network, including Cardiff, Cross Hands, Caldicot and Ross-on-Wye. The move joined Keltruck's existing territory which 'just made geographical sense', giving Keltruck 21 locations and a further spread of branches to provide assistance to Scania operators.

Since then Keltruck have developed the branches, investing in staff training and upgrading the locations with repaints, IT equipment, new heating systems and

security upgrades. Keltruck's Cardiff branch has undergone major refurbishments of the workshop, moved and upgraded the offices together with a new side gate, wash bay screens and upgraded tooling, in addition the parts and service departments have now been merged creating an enhanced experience for customers visiting the branch. Keltruck's Cross Hands branch improvements include a 3rd bay in the workshop, additional site lighting, new security system, perimeter fence and a new hard standing area to modernise the facility which in 2012 opened as Keltruck's second used sales forecourt.

# MT AWARDS WINNER 1996

Keltruck Ltd took home the prestigious 'Dealer of the Year' Award in the 1996 Motor Transport Awards, held at London's Grosvenor Hotel. The awards are widely regarded as the transport industry 'Oscars' and at the time had an audience of 1500 people. Chris Kelly collected the award commenting;

**"For me this is the combination of many years in the business, and I am delighted to be here with my wife and family to receive the award on behalf of the whole Keltruck team who have put in so much hard and dedicated work to make our company the success it is today."**



# 2012 MOTOR TRANSPORT AWARD

Keltruck were delighted to confirm their sponsorship of 'Apprenticeship of the Year' at the 2012 Motor Transport Awards which took place on 13th June at London's Grosvenor House to a sell-out audience of nearly 1,600 people. The award was presented to Eddie Stobart/System Training by Keltruck's very own Non-Executive Director Chris Kelly MP.

This category is close to Keltruck's own heart with the company continually investing in Apprenticeships over the business in many aspects. Amongst Keltruck's success stories are the likes of Aftersales Director, Russ Warner and West Bromwich General Manager, Neil Vazey who have both gained promotion internally from their apprenticeship beginnings.

## Russ Warner

Russ Warner has worked at Keltruck since 1987 starting as an apprentice on a YTS Scheme and has since worked in many different managerial roles throughout the company. While doing this he also attended Scania Business School and passed the courses after several years of study and in September 2009 Russ was promoted to Aftersales Director.

"Keltruck's ability to diversify and adapt to an ever-changing market and climate puts us at the forefront of our industry, making us the number one independent Scania dealer in the network. I would say the amount of branches and sheer territory we cover at Keltruck has to show the biggest change by far, starting with only 5 locations in the West Midlands and now reaching as far as Cross Hands to Workso.

For me the most exciting thing about working at Keltruck has to be the many friends I have made, both at Keltruck and externally within the motor trade. I am very proud to have been given the opportunity to work for and progress through the ranks at Keltruck, I wouldn't have made it this far without the support from Chris Kelly."



## Neil Vazey

Neil Vazey started at Keltruck as a semi-skilled mechanic in 1991, moving up the ranks to his current role as General Manager for the West Bromwich Branch, overseeing Service, Parts, Bodyshop and Recycling as well as the site and premises.

"Keltruck has developed into a large professional company that has matured with age, many of the staff have been here for years and have grown and developed with the company. The biggest change by far is the development of premises over the region and I have to say for me being given the opportunity to develop within the business leading to the promotion to my current role.

There have been several exciting things that have happened over the years, the most important to me was meeting my wife, which was at one of the team building training courses for workshop and office staff at the West Bromwich Branch."



# KELTRUCK SPONSORED HYDREX HONDA SUPERBIKE RACING TEAM BACK IN 2006

Shaun Muir Racing, owned by Shaun Muir a former International Superbike Racer, ran the Hydrex Honda Team back in 2006 when Keltruck were first introduced to them through TDR Transport Services Ltd, a company who used to sponsor them by transporting the Hydrex brand plant equipment.

Keltruck started sponsoring the Hydrex Honda superbike racing team from 2006 by hiring out two tractor units, which continued for around 2 to 3 years, and in return Keltruck were able to supply interested customers with some excellent corporate hospitality at the racing events.



# NOW SPONSORING...

Motorcycle racing Guy Martin, Dean Roberts and Dave Molyneux.



## CHARITY WORK OVER THE YEARS

### 1991 – FEED THE CHILDREN

Keltruck founder Chris Kelly along with David Morgan, Sales Director and Tony Allenza drove to Bulgaria on an aid mission with 'Feed The Children' in 1991. They made the trip to distribute things such as food, clothing and toys to children's homes around Lukovit in northern Bulgaria.

### 1994 – ROLF HARRIS – 28TH JUNE

Entertainer Rolf Harris paid a visit to Keltruck to paint a wall-sized mural following the company's successful bid in the annual 'Children in Need' Auction on Terry Wogan's radio programme. The option went out to all customers to have their own truck painted for the highest bidder.

### 1996 – RONNIE CORBETT

In 1996 Chris Kelly collected Ronnie Corbett in his helicopter for a charity event which was organised to raise money for Olympic athletes. On his journey Ronnie Corbett, famous entertainer since the 1950's and co-star of BBC's 'The Two Ronnies', visited Keltruck's West Bromwich branch and tried out one of the Scania Topline vehicles on site.

### 2005 – SPONSORSHIP TAKES OFF WITH KELTRUCK

Keltruck sponsored EasyJet pilots Steve Moody and Andy Brown to help them on their target to raise £19,344 – one pound for every foot they trekked up Mount Kilimanjaro, Africa's highest mountain. Andy and Steve, who both fly from Nottingham East Midlands airport, had been appealing to passengers on their flights to give to their fundraising for EasyJet's charity of the year, the National Society for Epilepsy (NSE). Keltruck's Directors were on board one of Steve Moody's flights and responded to the Captain's appeal to passengers. The money raised went to NSE's Seahorse Appeal supporting research into the cause of epilepsy, the UK's most common neurological disorder.

### 2006 – ELLIE BISHOP TRUST

Her bravery has been recognised at the Pride of Britain awards, Ellie Bishop is truly a Child of Courage. In February 2006 Brave Ellie, aged eleven, was diagnosed with meningitis and has since had both of her legs, one of her arms and most of her hand amputated as a result. The Ellie Bishop Trust, founded by Chris Kelly, was established in September 2006 to purchase and convert a bungalow for Ellie in Rowley Regis. Lloyds TSB agreed to provide an interest free mortgage and the Variety Club of Great Britain have provided Ellie's new electric wheelchair. This even continued into 2011 when Chris Kelly participated in the Monte Carlo Rally for Ellie, raising an impressive total of £5,500. With all the fundraising Ellie can now enjoy having a garden to play in as well as having a secure future.

### 2011-2012 – HELP FOR HEROES CHARITY OF THE YEAR

On 1st March 2011 Keltruck officially launched their latest Help for Heroes campaign featuring a 12m poster on their iconic Water Tower at the West Bromwich site beside junction one of the M5 motorway.

Back in December 2010, Chris Kelly, Founder and Chairman of Keltruck Ltd, was introduced to the co-founder of H4H, Bryn Parry, by a former Keltruck colleague Michael Leeming, now of JCB, who in turn served with Bryn many years ago as a helicopter pilot. Conversations soon turned to how Keltruck could extend their support of the charity and so the text donation poster was born. –

**A simple concept and so easy to do; "Help for Heroes - TEXT HERO TO 70900 TO DONATE £5".**

Along with the Water Tower banner, Keltruck had enhanced their campaign further by adding new Help for Heroes posters within their depot receptions and decals on the rear doors of their 100+ Parts and Service vans. Further to this Keltruck continued to raise money through.



## RECENT CHARITY SUCCESS

The Keltruck Nottingham Branch warmed our hearts with their efforts involved in the charity work for the Olivia Appeal in 2011 when all the staff at the branch joined together to support the cause. Geraldine Page, General Administrator for the branch initiated the charity work which involved help from every member of staff, and even included the local Sutton, Groby and Worksop Keltruck branches and their families.

Olivia Francis, granddaughter of Keltruck Nottingham's customer, Adrian Francis, owner of ALF Transport; was born on Christmas Day 2009 with a combination of two conditions – optic nerve Hypoplasia/Atrophy causing Olivia to be completely blind and an underdeveloped pituitary gland. Olivia was granted stem cell treatment in China in the hope that it will give her sight that she has never had, however, Stem cell treatment comes with a hefty price tag and is only possible with the kind generosity and much needed help from other people; thus The Olivia Appeal was founded by Olivia's family.

On 29th October, Keltruck Nottingham held a 'Halloween Family Open Day' at the branch all in aid of raising money for Olivia's treatment and since then, Gemma Lacey, Olivia's mother, has confirmed that the fund now stands

in excess of £32,000 giving Gemma the green light to begin to register Olivia for her treatment. The treatment is said to take up to 12 months to show any signs of success, but the achievements that have been made so far to even make this possible for Olivia are outstanding. Graham Page, Nottingham Branch Manager commented:

**"The Olivia Appeal was a great success, raising just over £5000 through help from friends, family, colleagues, customers and beyond, and the icing on the cake was the donation of £10,000 from our very own Chris Kelly."**

Since then, and because of the success, Nottingham have decided to get involved in raising money for another cause, linked with the

Tour De Branch venture involving Paul Green's charity, 'When you wish upon a star'. The main reason for this is to sponsor two terminally ill children on their dream trip to Lapland to visit Father Christmas.

**"Our target for this year is to raise £2000 by November and if we can reach this then we can send two children on their trip of a lifetime, and if we raise any more then that would be excellent. We have previously had a raffle for a model concrete mixer kindly donated by Keltruck which totalled to just over £204.00 and we are currently planning another event for the summer."**

**As to why do we do it, well it is important we help anyone we can especially children, after all they are our future generation."**



## TOUR DE BRANCH

**On Saturday 22 June 2013 Paul Green, Group Warranty Manager for Keltruck Ltd, will undertake an impressive 220-mile charity cycle ride starting at Keltruck's Cross Hands Branch in South Wales and finishing at Keltruck Worksop in Nottinghamshire.**

The route takes Paul and the other riders from their start on Saturday 22 June in South Wales over the Brecon Beacons, through Hereford and Worcester and into Droitwich to finish off day one.

Day two (Sunday 23 June) starts in Droitwich heading north through Bromsgrove, West Bromwich, Burton, Derby and onto their final destination of Worksop.

The event, cleverly named "Tour de Branch", has the objective to raise as much money for charity as possible as Paul comments: "If I'm going to get saddle sore I would like to raise as much money for charity as possible. The charity I have chosen is 'When You Wish Upon a Star' ([www.whenyouwishuponastar.org.uk](http://www.whenyouwishuponastar.org.uk)). It is a

locally based charity which grants wishes to children between the ages of 2 and 16 with a life threatening or terminal illness. As a father of two young children this charity is one that is close to my heart."

What makes this event even more poignant for Paul is that in May 2011 he was diagnosed with non-hodgkins lymphoma. After several months of chemotherapy treatment Paul was given the news in December 2011 that his treatment had been successful. Paul comments: "Following recovery from illness I wanted to get myself back into shape. I bought a bike and pair of lycra shorts and as they say... went for it! It was while Bradley Wiggins was powering to Tour de France glory that a couple of work colleagues set down a challenge. So the chance

to ride pedal powered between Keltruck's most distanced depots of Cross Hands in south Wales to Worksop in north Nottinghamshire was created."

Paul, 43, has worked at Keltruck for 26 years commencing as a YTS apprentice in 1986 at the West Bromwich branch. Having passed his City & Guilds levels 1, 2 & 3 he continued to work



as a technician until 1996 when he was offered the position of service advisor at West Bromwich depot which he undertook. In 1997 Paul was promoted to manage the Esso & KwikSave VMUs before moving onto Droitwich in 1998 as Branch Manager. In 2000 Paul was offered the role of Group Warranty Manager which he accepted and still performs today.

If you would like to contribute to this truly special event please visit [www.whenyouwishuponastar.org.uk](http://www.whenyouwishuponastar.org.uk) and [justgiving.com/Paul-Green12](http://justgiving.com/Paul-Green12) to show your support for Tour De Branch.



# INDUSTRY IN 1983

Trucks on the road: total volume 24,023 only 8% were Scania at 1,923 vehicles.

The euro tunnel began construction in 1988 and opened in 1994 and has caused an increase in overseas hauliers working in the UK. The Austin Metro is now Britain's best selling car. The Conservative government was re-elected in June 1983.

Tonnes Moved: 400,000,000

Miles Travelled: 400,000,000



# INDUSTRY IN 2013

Scania Streamline is the name of Scania G- and R-series long-haulage trucks that are optimised for low fuel consumption, featuring new low-drag looks and full air deflector kits.

A new version of Scania Opticruise features a choice of performance modes. To maximise fuel savings, the new Economy mode is fully integrated with Scania Active Prediction.

Trucks on the road: 240,000

Scania Sales: 45,350



## Pam Young



Pam Young started working for Chris Kelly in 1978 when he acquired Cartwright Transport European Ltd in Wolverhampton, which he renamed as West Mid European Ltd. Upon the formation of Keltruck in 1983 Pam moved over to West Bromwich where she has been involved in all parts of the business and even becoming PA to Chris Kelly and Mike Kelly. In May 2009 Pam was promoted to the position of General Manager - New & Used Sales Administration responsible for the day-to-day running of the office and overseeing all vehicle files for both new and used trucks.

**“The biggest change in Keltruck over the years is obviously the size, when I started here we all worked on the first floor of the West Bromwich Branch, everybody knew each other and it was very much a family business. 30 years on and it is so nice to see that there are so many people still here that started with the company and the achievements they have made from apprentices to managers and directors.**

**My highlight is definitely the friends I have made and the characters I have met from employees to customers and even my partner Tony.”**

## Meet Richard Woodland

Richard, born in 1979, lives in the Welsh valley of Pontypool with his wife Sadie and daughter Olivia who was born in January 2012.

He started out as a Design Engineer and has worked in various sales roles in the trucking and leisure industries, working for companies such as Renault Trucks.

**“The Keltruck brand is well known throughout the industry as a successful company, so when I was offered the position I didn’t need to think too long about it, I knew if I wanted to go back to the trucking world Keltruck would be the best fit.”**

Richard has been a keen mountain biker for many years and enjoys riding around the Welsh mountains and various biking hotspots all over the UK.



## Mike Kelly



Mike Kelly has worked with Chris Kelly, man and boy, for many years prior to Keltruck. At its inception in 1983 Mike worked as an Area Sales Executive which involved managing his predefined territory of customers and has since moved up through the ranks from Sales Manager, Sales Director in 1993 and now Fleet Sales Director.

**“I was promoted beyond my level of competence in 1993 on our 10th year to Sales Director and this was the first year we achieved lead market share. I managed to swim in the deep end without drowning and hopefully contributed a bit. My current role is Fleet Sales Director, which I acquired in 2009, this involves looking after most of our larger fleet operators as far as sales relationships are concerned and also trying to develop and cultivate new clients. But if you ask me, I just do what I do best... socialise.**

**Keltruck’s main aim 30 years ago was about selling the Scania product, which wouldn’t have got us very far in today’s standards as we provide customers now with the whole range of Scania products and services. Today’s primary focus is all about the customer base, we aim to retain existing customers as well as forming relationships with new. Our business is all about relationships, we have customers with us today that have been working with us for 30 years and we hope to continue with these and many more for the next 30 years...”**

## Phil Haywood, Keltruck Newark Branch Manager, also has an Escort XR3i celebrating its 30 years this year, here he tells his story.

“Back in 2007 my father was diagnosed with Bladder Cancer, fearing the worst he wanted to treat me and my sister to something we each had always wanted. In the October I was given the car he had always dreamed of, even down to the colour. The car was an Escort XR3i with only 2 previous owners 63000 miles on the clock which I used as his weekend car.

At the end of the year I came across a Car Club devoted to the Ford XR range from 1983, within the next year I joined the club and have been a member ever since. Towards the end of 2008 I spend many weekends restoring the car and it was later suggested by the club that I should put the car in the National Concourse Competition held at Huntingdon Race Course in April 2009. The car won the award for Standard Mk3 Escort XR3i and has continued to do so every year since.

Back in the summer of 2012 I managed to trace the original owner, now in his 70’s, who owned the car from new for 10 years. He couldn’t believe it was still on the road and went on to tell me how he traded in an Austin Allegro 1.3 for the Escort which was a bit of an eye opener at the time. I am hoping to pass the car on to my son eventually but only as and when I think he’s old enough to look after it.”





## LONG LASTING CUSTOMERS

### Spiers & Hartwell

Spiers & Hartwell Ltd are the leading fruit and vegetable distributor in Evesham, originating in 1954. The company, now run by Chris Hartwell, operate a full Scania fleet of over 50 trucks to destinations all over the UK. Keltruck are proud to say they have been dealing with Spiers & Hartwell since 1983 and continue to keep this working relationship 30 years on with great friendships made along the way.

**"On behalf of Spiers & Hartwell Ltd we wish to congratulate Keltruck Ltd on their 30 years in business. We have enjoyed the service and Scania product they have provided since their inception in 1983. Our first Scania purchase was a 110 model registered DAB 566N (pictured), an intrepid vehicle journeying back and forth to the Middle East in the 70s, reliability of paramount importance. Scania has long been recognised for its low overall costs and reliance, but on the rare occasion we have encountered difficulties, Keltruck have dealt with them impeccably, understanding our needs and resulting in a mutually strong trading relationship over 30 years. We would recommend Keltruck Ltd and Scania to all transport operators and wish them every success for the future."** Chris Hartwell, Owner of Spiers & Hartwell Ltd.



### Taylor of Martley 1983- 2010/2011

Taylor of Martley, also known as TM Logistics, was formed during World War 2 by Eddie Taylor. The company was passed down through the Taylor generations to Don Taylor and eventually to his sons Steve, Robert and Grahame Taylor. Keltruck started dealing with the company in 1983 and had a great working relationship, starting with Chris Kelly and Don Taylor, which continued through his sons until the business was sold to Bibby Distribution in 2010.

**"I would like to congratulate Keltrucks on 30 Years of Trading. Having been one of the first customers, and during this time we have purchased nearly 500 trucks, therefore I appreciate all the hard work and effort that has been put in by the Keltruck Team. I believe successful businesses are brought about by relationships that suppliers have with their customers, ours started with Chris Kelly and my father Don and has progressed to the next generation, and we over the last 30 years have had a fantastic relationship. Keltruck has delivered in all aspects of our company requirements, they have done a great job and I wish them every success for the next 30 years."**

Well done, Grahame Taylor



## NEW CUSTOMERS

### Tardis Environmental

Tardis Environmental is a family owned company which is based in Bloxwich, West Midlands with depots in Oxfordshire and Essex.

The company have recently taken on two new Scania's, both with Whale Jetvac vacuum tanks, to their predominately DAF, Mercedes and MAN fleet. One of the vehicles purchased is a P405CB8x4MHZD 8 wheeler which will be maintained by our colleagues at the Keltruck Willenhall Branch. Chris Boyden and his son Rob were so pleased with the finished product and buying experience compared to his previous suppliers that a repeat order for a further two Scania tankers has been placed with Keltruck.



### Green Hill

Green Hill is a company who specialises in the procurement, design and construction of new build affordable homes for registered social landlords across South Wales. Through recommendation from an existing Keltruck customer, Green Hill were introduced to David Morgan, Sales Director of Keltruck, and Simon Rogers, Account Manager for Keltruck, who together put a specification together for the bespoke 8x2/6 Sterling Body Cheese Wedge and Fassi F365 crane to carry their own manufactured wooden buildings and jigs.

Darren, Greens Hills Director has never run trucks before and was grateful for the insight and confidence Keltruck gave him and so they've have had it with a 7yr R&M which is being dealt with at Caldicot. A service schedule has now been put in place and the company have recently commented that the vehicle is performing well.



## KELTRUCK ALSO CELEBRATING 15 YEARS ONLINE.



Back in late-90s Keltruck's founder, Chris Kelly, was aware of the growing importance of e-mail and the internet which was still in its early stages with most websites being difficult to navigate. At the time Scania did not offer any dealer website solution and, indeed, the www.scania.com website itself was only in its infancy.

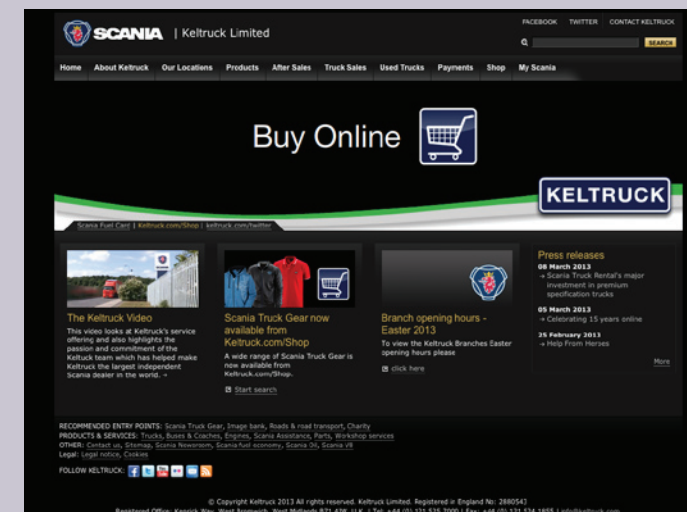
Seeing the power of the World Wide Web to reach new markets, particularly abroad, for used Scania trucks and parts, Chris turned to his good friend John Goodwin of Goodwin Plc for help from his growing IT business. An technician from the company, Internet Central in Keele, visited Keltruck West Bromwich to discuss a Keltruck website. In early 1998 www.keltruck.com went live and, over the next couple of years, more and more content was added to the original used Scania parts offering – used stock began to be added followed by Aftersales information such as branch details and information about the West Bromwich Bodyshop.

The launch of the website in 1998 made Keltruck the first franchised truck dealer in the UK to go online and, possibly, the first independent Scania dealer in the world to have a website.

Scania later began providing a dealer website solution and www.keltruck.com switched over to this platform in a project led by Chris Kelly the younger (then Marketing Manager), where it has remained and flourished ever since.

Today there are 1,300 pages and the site receives XXXX hits per day, these visits are driven by e-newsletter campaigns making Keltruck one of the most sophisticated truck dealers of the online, digital era. Keltruck have continued to invest in online media which is now a central point of contact for our individual branches and departments as well as featuring social media links to our Twitter, Facebook, Linked-in pages and our recent launch of www.Keltruck.com/shop.

www.keltruck.com/flickr give users access to all of our stock images ranging from customers vehicles through to trade show visits. www.keltruck.com/news shows an archive of past to present news articles.



## E COMMERCE – KELTRUCK.COM/SHOP

Keltruck.com/Shop offers quick and easy access to hundreds of recycled Scania parts plus consumables which you can select, purchase and have delivered from the comfort of your computer or smartphone.

## SOCIAL MEDIA



Keltruck.com/facebook



Keltruck.com/twitter



Keltruck.com/YouTube



Keltruck.com/flickr

