

# JOINING FORCES

## TRUCK FINANCE: SFS AND KELTRUCK

**Scania Financial Services and Keltruck have come together to pioneer a new customer-focused service that provides more flexible finance solutions for truck buyers**

WORDS: BILL SIMPSON



Scania Financial Services (SFS) and Keltruck, Scania’s dealer for the West Midlands and South Wales, have joined forces to provide a range of bespoke financial packages specifically tailored to meet the individual needs of Keltruck’s customers. In a pioneering move, three finance specialists have been recruited to the SFS team and are now permanently based within Keltruck’s region, where they collaborate with the dealer’s sales force on a daily basis.

“With more and more operators today opting for finance solutions provided by SFS, the time has come to bring our two organisations even closer together,” said Keltruck sales director Dave Morgan. “By working with us and our operators, the SFS team uses its second-to-none industry experience to construct affordable and flexible solutions which take into account individual operational requirements – that is its key to success and an essential element of its service from our customers’ point of view.”

### FINANCIAL FLEXIBILITY

“The affordability of our solutions comes from the flexibility we are able to offer as a commercial vehicle specialist finance provider,” added Ian Kavanagh, SFS’s relationship manager for Keltruck. “We understand how the transport industry works and that enables us to evaluate customer needs and take decisions non-specialists might not. For example, we can arrange our contracts to begin or



**Shaping the future:** Dave Morgan of Keltruck helped to recruit key members of the SFS team

end in line with a particular contract a customer has won. That includes thinking beyond standard term lengths, so if, say, a 37-month agreement is required, we can do that.

“We can also offer cashflow aids such as VAT deferment or payment holidays to take into account any seasonality which impacts upon a customer’s business over the course of a year. We have plenty more options available too.

### SEEING THE WIDER PICTURE

“The key point is that by working with the Keltruck team from the very outset, we are able to see the wider picture and put everything needed into place ahead of a deal being sealed. This is crucial for any operator for, as many will know from bitter experience, when a finance provider is bought in late in the process, any issues arising can prove insurmountable in the time available, meaning the acquisition opportunity will be lost.

“One especially important aspect of our service in this respect is that we can set up credit lines for up to 12 months ahead of any acquisition. This enables the operator to order or find the vehicle they want certain in the knowledge that the credit will be there for them when they need it.”

Reflecting the close nature of SFS’s relationship with Keltruck, Morgan participated in each of the recruitment interviews. That process resulted in the appointments of Ian Kavanagh, business manager Midlands; Matt Bird, business manager Derbyshire, Nottinghamshire and Leicestershire; and Thom Wells, business manager South Wales. □

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