

# NORFOLK TRUCK & VAN LTD / ICENI TRUCK & VAN LTD

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ICENI TRUCK & VAN LTD

ISSUE No. 5



Did you spot our spotty van? Norfolk Truck & Van in Norwich decided to raise money for Children In Need 2010, and promote our company and Renault at the same time. So we covered our Renault Master demonstrator in spots, asked local

companies to 'Sponsor A Spot' and took the spotty van around local supermarkets to shake buckets...and raised an amazing

£4,510.84!! It was a long week of standing in the cold, so thanks must

go to everyone who helped out, including James Cooper, Vaughan Rowley, Karla Kindleysides, Jacqui Raby, Kerry Wadsworth, Alison Lambert, Jayne Burridge, Roger Weavers and Paul Vass. We featured in the Norwich Evening News, in the Advertiser and even on Look East, so the good name of Norfolk Truck & Van continues to spread... watch this space for our next event, coming soon!

## PADDY POWER MAKES ENFIELD A SURE BET FOR HINO

An open day was held in Enfield on 21st October to launch the HINO franchise. It



was a great success, with five eight-wheel tippers sold to Groundcare Construction on the day and over forty customers in attendance. This takes our total HINO sales from Enfield to eleven, with a further twenty hot deals in progress. This franchise is an important investment in the futures of both the Sales and Service departments, so we must concentrate on taking this opportunity forward.

#### PROFILE—Vera Richardson

Vera's story begins when she joined Arlington Motors as a clerk in 1979, before Norfolk Trucks purchased the company from Lex in 1998. She's amongst a handful of long-serving members of staff who have survived many company name changes over the years,



and one of the most recognisable personalities in the depot, where her strong character and hard work has earned her a well-deserved promotion to Supervisor. Her mission in life is to hit Enfield's monthly target, and any outstanding money is soon collected, making her a force to be reckoned with. Vera "doesn't suffer fools lightly" in her own words, and it is not only the customers who shake when they hear her voice—her colleagues brace themselves as well! Sadly, boys, Vera isn't available, as her partner, Steve Walters is Workshop manager for Norfolk Truck & Van in Enfield and has been with the company for 25 years. With the planned office move to the other end of the building, Vera feels that she will have come full circle and is back to where she first started. Martin Stroud would like to thank Vera for her work ethic and the dedication she has shown over the years.

#### **END OF YEAR UPDATE**



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### RENAULT APPRENTICE OF THE YEAR AWARDS

The Renault Apprentice of the Year Awards were held at the Heritage Motor Centre near Warwick in October, and it was great to see that one of our Norwich technicians, **Ryan Flint**, was nominated for this prestigious award. Ryan fought off competition from second-year apprentices from

across the UK to finish as runner-up in his year, and we're very proud of his achievements. Congratulations must go to Ryan for all the work he's put in over the last year, and I'm sure that as he's been such a good boy, Father Christmas will make sure there's a suitable reward in his stocking...

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#### **ISUZU GETS A FACELIFT**

There's a new kid on the block in the form of **Terry Butterworth**, who has joined the Sales team in Ipswich with specific responsibility for promoting the Isuzu product. Terry has a proven track record with Isuzu sales, so we look forward to seeing him hit the ground running (no pressure there then, Terry!) We're very happy he's on board and wish him every success for the future.

VEX

**VEXI**, our on-line parts store, is going from strength to strength. During the past two

months we've had more than 3,250 visitors to the site from 81 different countries. Thanks to the hard work of our system providers, Norwich Creative Networks, VEXI is today **NUMBER 1** in the Google listings on search criteria such as "Iveco parts". UK customers are our single biggest group of visitors, contributing just over 67% of the total, but our recent free shipping promotion attracted many more European and Asian enquiries. The "Registration Number" search on Iveco vehicles is by far the most popular search criterion, with more than 1,000 visitors searching for parts for their specific vehicle. We have also recently added a direct phone number to the site, and this now means that our parts colleagues are able to quickly assist customers with expert advice before they complete their purchase. We're working on the addition of the full Renault catalogue, and this is scheduled to go live in January 2011. Sales growth is continuing, and we're confident that as more and more product lines are added during next year, VEXI will become the "Amazon" for truck parts. Thanks must go to all involved -please keep up the good work!

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Congratulations to **Robert Loynes** in the Ipswich workshop, who celebrated the birth of his first child, Reuben John, on Sunday 26th November. Reuben weighed in 8lb 3oz, and mother, child and father are doing just fine.





The management team of Norfolk Truck & Van Ltd/ Iceni Truck & Van Ltd would like to wish everyone a very Merry Christmas and a Happy New Year







#### **END OF YEAR UPDATE**

## IVECO IVECO— A BRIEF UPDATE

This is to update you all regarding Iceni's current franchise situation with Iveco. As the Renault and other franchises continue to grow and become more central to the operation, Iveco are becoming concerned about their own performance. In my opinion, they have unfortunately failed to take any responsibility for this situation themselves, and appear to believe that their Dealer Network, including Iceni, are largely responsible for the fact that their performance this year is so unsatisfactory. According to the SMMT statistics Iveco's UK registration figures for trucks heavier than 6 tonnes for the 10 months to October 2010 are down by over 15% on the same period last year. In contrast Renault continues to shine, with its comparable figures up a staggering 28% on the same period. A meeting was held in Ipswich in October, attended by Iceni's management team, including the Chairman Mr Peter Colby, and an Iveco team. During this meeting, Mr Henk Van Leuven, Iveco's MD, had no positive strategies to offer to reverse this decline, and it was decided by Iveco that they would serve Iceni with 2 years notice to leave the franchise. During these two years, Iceni will of course continue to vigorously promote the Iveco product and will work normally to support the Iveco franchise and its Iveco customers. NTV will work to ensure that the other franchises are fully developed so that the Iveco franchise becomes genuinely irrelevant to the long term future. We will keep you updated with all necessary information during this period.

Kevin Purcell

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#### 2010 IVECO WARRANTY AUDIT

A warranty audit was held in Norwich and Beccles during the last month, and the diligence and vigilance of **Malcolm Smith** has meant that both sites recorded excellent results. Malcolm's meticulous attention to detail on warranty submissions and his constant audit of warranty work throughout the year, has paid off with the best audit result we have had to date. Well done to Malcolm and the service teams at both Norwich and Beccles for a great job.



Five members of Iceni Truck & Van in Norwich decided to take part in 'Movember', a concept designed to raise money for Prostate Cancer, by encouraging men to grow moustaches throughout November. So **Bob Utting, James Cooper, Paul Marshall, Paul Vass and Simon Yallop** have all been sporting various styles of facial hair...and have raised over £400 for charity in the process. Well done to all five participants for their efforts.

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It is with great sadness that we report that Jim White, husband to our own Sue White, passed away on 3rd November after a short illness. Sue has been a part of the management team at Norwich for a long time, and our thoughts and sympathies are with her and her family during this time.