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BORDERLAND FENCING GEARS UP FOR INCREASED CUSTOMER DEMAND WITH NEW FLEET OF VANS

Europear UK helps Southampton fencing firm tackle transport costs with longterm rental of commercial vehicles

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Leading south of England fencing business, Borderland Fencing, is taking a pragmatic approach to making sure it's ready and equipped for new business, with a new partnership with Europear UK. Like many small to medium sized businesses, Borderland Fencing faces the challenge of keeping its operations moving without making long-term financial commitments that could tie up cash flow. It also needs to have the flexibility to adapt to customer demand at short notice.

Opting for rental rather than a long-term lease or outright purchase, Borderland Fencing has taken delivery of a fleet of ten vans from Europear UK, in a long-term rental contract. The new fleet of drop side vehicles, all carry Borderland Fencing branding, and have been selected to accommodate the variety of fencing materials and garden equipment that need to be delivered to Borderland Fencing's business and private customers.

As Rachel Hall of Borderland Fencing explains, Europear's long-term rental service means he has all the advantages of an 'owned' fleet, without the financial burden.

"Europear has an extensive commercial vehicle fleet and this means we have been able to access the right mix of vehicles for our business needs. Each van has been sign-written with our branding, not only promoting the business while we're on the move, but giving our customers the confidence that we are a reliable firm.

"Europear's competitive rates have also enabled us to reduce our fleet costs, especially as we don't have the financial burden of buying vehicles outright. And, importantly, we don't have to worry about the cost of maintenance, or the impact on our service of vehicles being off the road. The young age of Europear vans means reliability is high and, even if there is an issue, Europear can provide a replacement vehicle quickly, so that we can keep our business running to the high standard our customers expect."



Gary Smith, Managing Director of Europear UK Group, added: "Today's small and medium businesses face a number of challenges, not least of which is having to compete with bigger businesses that have access to greater resources to stay adaptable. Our Commercial Vehicle services aim to give these enterprises the choice of an affordable and efficient alternative to buying and running their own fleet of vehicles to give them the necessary competitive edge.

"Working closely with Borderland Fencing, we are providing a long-term rental package that combines the flexibility they need to cope with fluctuating demand, whilst delivering highly maintained vehicles they can count on, and at a competitive price."

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Contacts

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