

PRESS RELEASE

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OGILVIE FLEET RECORDS 50% EXPANSION IN NORTHERN IRELAND BUSINESS AS COMPANIES SEEK INNOVATIVE LEASING SOLUTIONS

Demand for innovative vehicle leasing solutions from employers in Northern Ireland has underpinned a near 50% increase in corporate business in the province for Ogilvie Fleet in the past year.

Twelve months ago Ogilvie Fleet appointed Paul Griffiths as head of sales in Northern Ireland with the brief to further expand sales to corporate fleets.

Following Mr Griffiths' appointment, the number of company cars and vans delivered by Ogilvie Fleet to Northern Ireland public and private sector organisations has increased 48%.

The volume increase excludes Ogilvie Fleet's business with brokers in the province and vehicles sourced by existing fleet customers located in England, Scotland and Wales on behalf of employees based in Northern Ireland.

A raft of new sole and dual supply contracts are behind the growth in core end-user fleet business with employers particularly attracted by Ogilvie Fleet:

- Being independent of any bank and having its own vehicle funding channels
- Offering contract flexibility notably the ability to restructure in-life agreement length and mileage up and down
- Delivering a monthly consolidated invoice for all leased vehicles and other services
- Capping early termination charges after 12 months at 40% of the remaining contract as opposed to requiring payment for the full term as with most competitors.

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Furthermore, Ogilvie Fleet has recently launched its own car salary sacrifice scheme in Northern Ireland, which has already been taken up by some customers.

Mr Griffiths, who leads a four-strong sales team in Northern Ireland with a fifth person currently being recruited to meet business demand, said: "Business is being won because Ogilvie Fleet's vehicle leasing offering is clearly different from competitors in the province."

Ogilvie Fleet in Northern Ireland adheres to the philosophy of 'local service from local people', but its proposition is based on an established focus across Britain of being cost competitive and offering multi award-winning customer service and innovative vehicle management solutions supported by industry-leading IT.

Mr Griffiths said: "Our customers also like the fact that Ogilvie Fleet is independent of motor manufacturers, dealers, finance companies and brokers.

"We continue to be very successful at growing our presence in the corporate fleet sector in Northern Ireland. The recent addition of salary sacrifice to our product portfolio is exciting because it is a new development in the province and is already gaining momentum with customers."

Ogilvie Fleet's growth is coming from company cars - Northern Ireland employers remain notably loyal to volume brands while those in the rest of Britain have been turning to premium marques - and light commercial vehicles.

Mr Griffiths said: "The fact that we are seeing growth in the number of vans we are leasing is a sign that the economy is picking up: companies are being introduced to our funding lines at a cost effective rental along with available flexibility in the contract. Banks provide headroom to our clients but often contract hire for vehicles can eat into that, our Ogilvie funding is another available source without over exposing any company's internal funding lines.

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“Although businesses remain cautious, we are also seeing fleet growth among companies that while headquartered in the Republic of Ireland also have operations in Northern Ireland.

“Since I joined Ogilvie Fleet business growth has been faster than I would have predicted. However, this growth highlights that Ogilvie Fleet is offering companies in Northern Ireland a new unique service which is of long term financial benefit.

“We are anticipating further growth of perhaps 10-15% in 2016/17 and that target will be further supported by the recent introduction of our car salary sacrifice solution.”

Ogilvie Fleet sales and marketing director Nick Hardy said: “Paul has been superb in driving fleet growth in Northern Ireland. We have had to learn the nuances of the local market, which is little different to the rest of the UK, but we are on track to where we want to be.

“The business community in Northern Ireland is becoming hugely receptive to our product offering supported by industry-leading customer service and IT solutions. As a result, we are optimistic that our overall fleet size in the province could almost double to approaching 3,000 units over the coming years.”

Ogilvie Fleet entered the Northern Ireland market some years ago when it started to provide a funding stream to enable existing contract hire providers in the province to secure business after large funders started to withdraw. It subsequently acquired the customer portfolio of one of its clients five years ago.

Ogilvie Fleet has almost 14,000 leased cars and vans on its books and a further 1,600 on fleet management across Britain.

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Editor's notes

Ogilvie Fleet provides contract hire, leasing and fleet management solutions for UK and European companies operating vehicle fleets ranging from five to 2,000+ units.

The fleet today total almost 14,000 vehicles, making the company one of the largest independent contract hire and fleet management specialists in the sector.

Ogilvie Fleet's reputation is built on an ability to deliver bespoke solutions and a consistently high quality of service, linked with competitive pricing and a 'real world' ability to work in partnership with clients. In essence, the organisation delivers the perfect combination of small company service ethos and large company buying power.

That philosophy has won Ogilvie Fleet a string of industry awards in recent years. They include: winning the Experteye Fleeteye CSI (customer satisfaction index) Award in 2010, 2011, 2012 and 2013, Customer Innovation Award 2014 and 2015 CSI award for top leasing company in the more than 250 vehicle; winning the 2012 Best Customer Service Award at the annual *Fleet News Awards*; the Leasing and Contract Hire category of the 2013, 2014 and 2015 *BusinessCar Fleet Technology Awards*; beating 49 other contract hire and leasing companies to win the 'FN50' Customer Service Award from *Fleet News* in 2012 and the FN50 Customer Service Team Award in 2013; being named Fleet Service Company of the Year in the inaugural *Business Eye Northern Ireland Fleet Industry Awards 2014* and Innovative Company of the Year in the 2015 Awards; and winning the 2016 *Fleet World Innovation Honour* in Mobile Communication.

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