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ASTLEY SIGNALS NEW DIRECTION WITH FIRST-EVER FRAIKIN VEHICLES

Astley, one of the UK's longest established signage manufacturers, has taken delivery of four new 3.5-tonne vans on contract hire from Fraikin, which was able to quickly source the vehicles to ensure minimal disruption to the customer's operation.

Having traditionally bought its vehicles outright, Astley opted to move toward the financial predictability of Fraikin's comprehensive, full-service contract hire package to service its fleet needs – with the ability to secure the vans in rapid time a key factor in securing the business.

Paul Tierney, Installation Manager at Astley, says: "We're well aware of the current challenges in vehicle supply, but it still came as a shock to be told by most companies that we could be waiting 12 to 18 months for our vans to arrive. That was not the case with Fraikin, however.

"Not only was it able to quickly source the models we required, but its team went above and beyond to make sure the specification was the ideal fit for our needs."

Astley's first-ever Fraikin vehicles are backed by a long-term contract hire agreement, replacing older vans in the company's 26-strong fleet.

The new vans have been supplied with all servicing, repairs, road fund licencing, regular safety inspections, annual MOT testing, tyre management, roadside assistance and 24/7, 365 customer service support – creating a full-service offering from Fraikin, designed to guarantee Astley total peace of mind.

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The vehicles also benefit from Fraikin's MYSMARTFLEET platform, which supports data-derived driver behaviour analysis and other safety services, such as instant crash alerts. Additional features are also available that aid compliance, including digital tachograph downloads and walkaround checks.

Fraikin's easy-to-use online web portal, FraikinView, is part of the agreement too, providing a complete overview of all scheduled maintenance work, with the ability to track and monitor any progress.

Shaun Hull, Strategic Development Manager at Fraikin, says: "It's been a pleasure to collaborate with Astley and especially to be able to deliver these units far ahead of any of the timelines other providers could guarantee."

Working from four sites across the UK, Astley designs, manufactures, and installs bespoke signage for businesses throughout the country. The high mileage new vans, of which three will be based at Astley's site in Kettering (with the fourth van based in Essex with one of the 15 installation crews) will support Astley in delivering to its customers across the UK.

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Notes to editor:

About Fraikin

[Fraikin Ltd](#) is part of the [Fraikin Group](#), the largest commercial vehicle fleet services company in Europe, providing expert fleet management, contract hire and rental solutions to both the private and public sectors. The Fraikin Group, established in France in 1944 by Gérard Fraikin, has operations across Europe, with more than 3,000 employees, 11,200 clients, 171 branches and a fleet of more than 60,000 vehicles. Its operations span the Benelux countries, France, Germany, Italy, Poland, Spain, Switzerland, and the UK.

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