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FRAIKIN ANNOUNCES MULTI-MILLION POUND RENTAL FLEET INVESTMENT

Commercial fleet and mobility services provider, Fraikin, is investing £35 million in 400 new vehicles to support its national short-term rental fleet, expanding and modernising its offering to customers across the UK.

The new additions, which are all compliant with Transport for London's Direct Vision Standard (DVS) and equipped with Fraikin's digital MYSMARTFLEET connected technologies package, now means that 80% of the company's total rental fleet will be under 12 months old.

Spread across vans, LCVs and HGVs, from a range of major manufacturers, the new vehicles feature a wide selection of body types, including refrigerated, dropside, curtainside and box bodies, as well as specialist equipment such as MOFFETT carriers. Fraikin has also committed to supporting customers looking to quickly and easily reduce their carbon footprint, adding a number of fully electric 3.5-tonners to the fleet.

Peter Backhouse, Chief Executive Officer of Fraikin in the UK, says: "This significant investment clearly demonstrates the strength of Fraikin, our long-term commitment to the industry and our dedication to providing the very best mobility solutions for customers, providing access to the latest vehicles and the most diverse range of rental options available in the market today.

"Adding extra EVs to the fleet means we're in a position to help businesses looking to reduce their environmental impact, alongside supporting those who may want to test the EV market before making longer term fleet decisions. This commitment to

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sustainability allows us to meet the needs of today but also contribute to a greener future across the industry.”

Every rental vehicle from Fraikin comes fully equipped with the company’s advanced connected technologies and telematics suite, MYSMARTFLEET. Customers can utilise features including vehicle tracking, route optimisation, digital vehicle checks, tachograph downloads, driver behaviour reporting and EV suitability assessments to help improve operational efficiency and reduce operating costs, as well as enhance fleet sustainability.

Fraikin’s full-service approach means all rental vehicles also benefit from 24/7 customer service support; a fully managed preventative maintenance and repair service via Fraikin’s UK-wide network; rapid roadside response; replacement vehicle cover; tyre management; online access to vehicle records; as well as a professional inspection and valet on every vehicle delivery.

Jackie Headon, Fraikin’s Head of Rental, adds: “Our goal is always to meet the wide-ranging needs of our clients, and this investment allows us to do just that. Through this investment we are reinforcing our commitment to delivering flexibility and scalability to customers, helping them remain compliant with new legislation and to meet the evolving needs of their businesses.”

Fraikin offers comprehensive short- and medium-term rental packages, alongside a longer-term Fraikin Xtend solution that combines the financial benefits associated with contract hire with the flexibility of short-term rental. All the new vehicles are accessible via the company’s strategically placed Northern, Midlands and Southern Rental Hubs, located in Bellshill, Coventry and Enfield respectively.

The company’s short-term rental fleet also supports customers benefiting from its contract hire and fleet management solutions, which provide total support for large and often complex operational fleet environments.

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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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