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## LOREBURN HOUSING ASSOCIATION COMMITS TO FRAIKIN FOLLOWING IMPROVED DRIVER PERFORMANCE

### NEWS SUMMARY:

- *Fraikin has supplied an additional vehicle to the customer, with the charity benefitting from improved driver performance supported by MYSMARTFLEET*
- *Working closely with Fraikin's team, Loreburn Housing Association has used the MYSMARTFLEET telematics platform to enable targeted driver training programme*
- *The programme has proven so effective that one driver recorded the highest safety score of 2,500 drivers measured by MYSMARTFLEET*

Mobility solutions expert [Fraikin](#) has strengthened its relationship with [Loreburn Housing Association](#) with the delivery of a new 3.5-tonne van on full-service contract hire, a deal built on the positive impact Fraikin's powerful [MYSMARTFLEET](#) connected technology platform has had on driver performance.

The new [Maxus](#) Deliver 9 joins a 28-strong van fleet solely supplied by Fraikin since it won a competitive tender in 2024. Having developed a strong understanding of the charity's priorities, Fraikin focused on maximising uptime and driver safety, using MYSMARTFLEET to create a training programme that promotes more efficient driving and improved fuel economy.

The strategy has delivered impressive results, with Loreburn Housing Association achieving the best safety performance among MYSMARTFLEET users, including one staff member winning Fraikin's newly launched Driver of the Year award.

Billy Coupland, Head of Repairs & Maintenance, Loreburn Housing Association, says: “Fraikin has taken the time to get to grips with how our services operate and the pressures our teams face every day. Reliability, uptime, and driver safety are critical for us, and the consistency we have seen across the fleet since working with Fraikin has helped us maintain high service levels for our tenants.

“The impact of MYSMARTFLEET, together with the expertise and support we’ve received, cannot be understated. Fraikin has given us detailed, reliable insight into driver behaviour and allowed us to take a more informed and structured approach to safety. Without the platform, achieving the level of improvement we’ve seen across the fleet would simply not have been possible.”

As with all Fraikin-supplied vehicles, MYSMARTFLEET comes as standard through its full-service contract hire package. The platform provides detailed, real-time insight into vehicle and driver performance, enabling organisations to monitor safety, efficiency and utilisation across their fleet.

Over the past two years, the charity has worked alongside Fraikin’s Technical Solutions Manager, Colin Woolmer, to design and implement a dedicated improvement programme, using MYSMARTFLEET data to track key indicators such as speeding and harsh driving events. This has enabled targeted training efforts, which have resulted in measurable improvements in behaviour across the fleet, with the added benefit of a clear uplift in overall safety performance.

The programme has proven so successful, that since deploying MYSMARTFLEET Loreburn Housing Association has seen one of its drivers achieve the highest safety score among 2,500 drivers measured by the platform that cover up to 25,000 miles per year, underlining the impact of the initiative.

Speaking on the collaboration, Woolmer says: “Working closely with Loreburn Housing Association has allowed us to deploy a structured improvement programme that is grounded in real operational data. By analysing key MYSMARTFLEET

metrics, we have been able to pinpoint where changes were needed and support drivers with targeted, practical guidance.

“The beauty of this scheme is that it can be replicated, creating a framework that other Fraikin customers can follow to achieve similar results.”

Loreburn Housing Association also benefits from comprehensive servicing, repairs, road fund licensing, regular safety inspections, annual MOT testing, tyre management, roadside assistance, and 24/7, 365 customer service support – all designed to give total peace of mind and complete clarity on its fleet-related costs.

Fraikin’s user-friendly online web portal, FRAIKinVIEW, also provides a complete overview of all scheduled maintenance work and the ability to track and monitor progress.

Founded in 1982, Loreburn Housing Association is a registered charity and social landlord. Its dedicated repairs and maintenance team assist with the day-to-day care of more than 2,500 homes across Dumfries and Galloway.

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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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