Press Information

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CLASSIC FINE FOODS ACCELERATES ELECTRIFICATION DRIVE WITH NEW FRAIKIN CONTRACT HIRE DEAL

News Summary:

- *Fraikin delivers 15 new Mercedes-Benz eSprinter temperature-controlled electric vans to Classic Fine Foods, backed by a five-year full-service contract hire agreement*
- *The move replaces older diesel vehicles with zero-tailpipe emission vans, supporting Classic Fine Foods' decarbonisation strategy*
- *Fraikin was chosen following a competitive tender process thanks to its consultancy expertise and electric vehicle knowledge*

Mobility solutions expert, Fraikin, has strengthened its partnership with premium food distributor Classic Fine Foods, winning a competitive tender for the supply of 15 new 3.5-tonne electric vans, as part of a five-year contract hire deal.

The Mercedes-Benz eSprinters – equipped with multi-temperature refrigeration units – directly replace older diesel models in a 50-strong commercial fleet, unlocking immediate emissions and fuel cost savings. The tender process involved several suppliers, with Fraikin ultimately chosen for its consultancy expertise, EV knowledge and proactive approach to refrigerated vehicle specification.

Richard White, Transport Manager, Classic Fine Foods, says: "Sustainability is an increasingly important consideration across our business, and these new electric vehicles represent a significant step forward in our fleet decarbonisation journey.

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“From the outset, we quickly saw that Fraikin would take the time to fully understand the challenge associated with transitioning away from the diesel vans in our operation. That collaborative approach made them the standout choice for this contract.”

Expert fleet consultancy

Fraikin’s fleet audit service proved instrumental in securing the agreement, with the team thoroughly reviewing Classic Fine Foods’ operational requirements to identify opportunities to refine its new vehicle specification.

The incumbent solution used a foam mattress bulkhead and fan kit arrangement, which caused issues with cold air distribution into the vehicle’s second compartment, damaging products in the process. As a result, Fraikin recommended installing a fixed rear evaporator, enabling independent zonal temperature control.

Similar attention was paid to the customer’s charging requirements, with Fraikin advising Classic Fine Foods to upgrade ten of its new vans to support 22kW charging capability, rather than 11kW, reducing charging times and improving operational flexibility.

Fraikin’s support has encouraged Classic Fine Foods to also acquire two additional 12-tonne DAF XB diesel rigids on a similar contract hire package, also equipped with multi-temperature refrigeration units. These vehicles’ temperature-controlled systems leverage the vehicle’s powertrain rather than an additional diesel engine, further reducing Classic Fine Foods’ fuel usage while increasing payload.

Steve Williams, Business Development Manager, Fraikin, says: “This contract demonstrates the strength of our consultative approach and our ability to tailor solutions around each customer's unique requirements. We are proud to support Classic Fine Foods as it continues to invest in a more sustainable fleet and look forward to helping the business achieve its growth ambitions in the years ahead."

Round-the-clock customer support

The 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 support – creating a comprehensive offering from Fraikin that guarantees total peace of mind.

The agreement also includes Fraikin's full suite of MYSMARTFLEET connected technologies, which provides real-time data and analysis on metrics such as distance travelled, fuel or charge efficiency, and driver behaviour. The agreement also includes AI-powered driver- and forward-facing cameras along with AI fault code analysis functionality.

Utilising the company's maintenance portal, FRAIKinVIEW, Classic Fine Foods can also access accurate predictive maintenance scheduling, with the ability to monitor and track all work as it's carried out.

The vehicles will be supported by Fraikin's nationwide maintenance network, backed by IMI Level 3 EV-trained Mobile Technicians operating from fully equipped service vans. With additional expertise in temperature-controlled systems, the team can deliver rapid on-site and roadside support for both the vehicles and the refrigeration units, minimising disruption while enhancing fleet reliability and compliance.

Classic Fine Foods is a premium food service distributor supplying high-quality ambient, fresh and frozen ingredients to restaurants, shops and hospitality businesses 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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