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MV COMMERCIAL LAUNCHES NEW TRIM LEVELS TO CATER FOR CHANGING COMMERCIAL VAN DRIVER TASTES

Vehicle specialist MV Commercial is to put a major focus on the supply of Ford Transit Custom vans with bespoke styling, in response to a huge rise in demand for sportier-looking light commercial vehicles on the lease and rent-to-buy market.

It will initially offer two new trim levels, MV Sport and MV Sport+, with vehicles offered across the company's nationwide depots, including its main sites in Luton, Haydock and Airdrie.

MV Commercial Managing Director, Steven Cairns, says: "Light commercial vehicle drivers' tastes have definitely shifted up a gear, and demand for sportier-looking vans has shot up. More customers are coming to us looking for a vehicle which stands out on the road, and the launch of these two new models is in direct response."

Commenting on the source of the demand, he adds: "It's a mixture of businesses seeking to differentiate themselves from competitors, and tradespeople working hard and wanting to reward themselves with something a little bit special to drive."

The company points to the highest demand for the new, sportier, vans coming from younger demographics which it says prioritise aesthetics and design as much as traditional van features such as cargo space, payload and power.

MV Commercial, which is best-known for supplying HGVs, has been growing its light commercial vehicle sales since formally entering the van market in 2021 with the opening of its dedicated van centre. It believes the availability of these new models, coupled with the ability to provide a full vehicle livery service, helps set it apart from many rivals.

The Ford Transit Custom MV Sport Edition features 18" alloys, colour-coded handles, mirrors and trim, roof rails, Raptor grille, window & bonnet deflectors, side skirts and a front and rear spoiler.

The MV Sport+ model retains most of these features, plus adds an XTS full body kit for the ultimate styling.

Both MV Sport and MV Sport+ variants are available as 3.5-tonne vans, making them perfect to handle a wide range of cargo needs. The load space of each model measures 1,406 mm tall, 2,554 mm long and 1,775 mm wide.

All vehicles are powered by Ford's proven EcoBlue engine range, which offers increased power and torque and, at the same time, deliver improved fuel economy and lower emissions.

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Note to editors:

MV Commercial provides sales and leasing for commercial vehicles, as well as specialising in areas such as crane truck design and engineering, livery and painting. Founded in 2001, the company currently employs more than 150 staff at seven sites across the UK, carrying a stock of more than 1,500 LCV and HGV vehicles.

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