

Secondsout

The newsletter for secondhandtrucks.co.uk

Issue 10 - Summer 2015



10 YEARS AT THE TOP!



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Ten Years at the Top!

This Summer sees Secondhand Trucks celebrating its 10th anniversary as the Number 1 retailer of used trucks in the industry



2005 saw Maritime launch the Secondhand Trucks brand as a result of a direct need to sell our lightly used Maritime trucks having moved to a policy of purchasing vehicles rather than leasing them. This decision was made in order to improve the Company's flexibility to meet customer peaks by controlling our acquisition and disposal of trucks rather than being beholden to fixed term contracts.

We have never looked back. Ten years on we are now selling in excess of 300 vehicles per year having started with

a target of 20 sales for 2005. During this time we have sold all five of the big marques namely DAF, MAN, Mercedes, Scania and Volvo.

Up until recently, we have only bought the largest cabs available in 6x2 format however through diversification into Day/Night trunking and domestic Distribution, now also purchase 4x2s and mid-size cabs such as Scania Highlines.

Secondhand Trucks now has six permanent members of staff who manage the full sales process from de-fleet and livery removal to comprehensive

customisation.

Alan McNicol, Finance Director for Maritime Group, has overall responsibility for our vehicle purchase and sales divisions. Delighted with the impact Secondhand Trucks has made in the last ten years, Alan puts it down to getting the basics right from the start.

"We have taken our principles from our transport operations into our approach to truck sales. We set out to exceed buyers' expectations combining great service with great stock."

Meet Matt Heath

General Manager,
Secondhand Trucks

Matt has now been at Maritime for 12 years after leaving Eddie Stobarts and starting as an Operator.

Matt had six years of Transport Planning experience prior to joining the company and slotted straight into the Operations Team at Maritime. In April 2005 Matt was approached by John Williams, Managing Director, Maritime Group, to take on the role of Sales Manager, Secondhand Trucks.

Maritime's first truck purchase had taken place in March 2003 and John had identified the need to allocate full time resource to the sale of these vehicles. Reluctant to hire a Salesman who had no experience of Maritime, John set his targets on Matt, who he thought would be perfectly suited to the role.

Matt was not willing to take up the role at first, "I enjoyed Operations and didn't want to move into Sales. I am quite straight talking – as those who know me will testify to – so the idea of sales patter didn't fit with my personality. When I used this justification to John he explained that was exactly the approach he wanted."

"I wanted someone with operational experience to run our truck sales department not just a salesman" said John Williams. "I also wanted an individual who could relate to our customers and speak the same language. That's why I knew Matt would fit the bill."

By the summer of 2005 Matt had his feet under the desk and Secondhand Trucks opened for business. The first sales target was 20 trucks – this year his target is over 300. Maritime work on a three year replenishment cycle with a fleet of over 1,000 owned vehicles.

It was a complete standing start – Matt had the vehicle registrations he needed to sell and a mobile phone – he didn't even have his own office so often had to make calls from the kitchen where it was quieter!

"I started with cold calling and advertising in Commercial Motor" said



Matt Heath

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Secondhand Social

As some of you will know, our Facebook page has been up and running for a number of years now and it's more popular than ever. Featuring regular updates and photos of our sold trucks – especially those customised. Give us a like if you haven't done so already!

Cassie, the youngest member of the Team has also been tasked with re-launching our Twitter page in celebration of our 10th Anniversary as we finally have someone technically-savvy enough to Tweet! Follow us on Twitter for more updates, photos and SecondHand Truck giveaways using the Twitter handle: @2ndhandtrucks

 /secondhandtrucks  @2ndhandtrucks



Meet the Team

Regular buyers will have noticed we have been expanding to strengthen our Team. Here we introduce you to the people behind Secondhand Trucks.



The first truck sold



Euro 5 Scania



Matt. "It was quite slow to start – we had no history in truck sales so someone had to take a bit of a leap of faith with us. Thankfully by the 4th week I had sold our first truck – RX03EEJ to Titcomb Haulage it was a Scania 124 Topline 420. I then had to source somewhere to MOT the truck, remove the livery and valet it – again all a new experience – John had really thrown me in the deep end!"

By December 2005 Matt had sold all 20 and had started to enjoy himself in the new role. "I had begun to get a bit of a buzz from it all. I was meeting new people, building relationships and was loving the challenge which was such a change from operations – I was glad I'd made the move!"

Over the years Secondhand trucks has seen a number of developments within the haulage industry – the emissions regulations Euro 3 through to Euro 5, analogue tachographs moving digital and the introduction of AdBlue to name but a few.

Euro 6 is the next big adventure on the horizon with resale values as yet unknown. Due to the massive research and development costs of the Euro



Euro 6 DAF

6 engine brought about through the stringent emissions regulations now introduced, these trucks came at circa. a £10k premium against their Euro 5 counterparts from new. Matt believes that we are best placed to advise customers on the vehicles: "I believe we're positioned in the most advantageous, unique position in the second hand truck market. Every other seller of UK premium trucks will be walking into the unknown due to them having no experience of owning and operating trucks. We are the only premium truck retailer that has

the knowledge and understanding of how these vehicles work, how to live with them day to day, their quirks and their whole of life costs.

In addition to these positives we operate four marques Volvo, DAF, Scania and Mercedes – again setting us apart in the market – most other retailers only sell two marques at most. This allows us to give an upfront and honest view of which truck best meets the needs of our customers' businesses.

Buyers regularly tell me how refreshing it is to have a choice rather than being forced towards a marque that does not suit their specific requirements. We feel we offer a solution to our customers that sets us apart from our competitors, we listen to their needs and have the variety of stock to give them the truck that best suits their operation."



Sarah Fromant, Fleet Administrator

Sarah is eight years into a job she loves, and is the second longest serving member of the Team after Matt. The role was quite a change from Sarah's original career path – believe it or not she is also a qualified chef and trained in wine tasting – something she has kept up with in her spare time! With her knowledge and expertise in the industry she is an invaluable member of the team who is always cooking up great ideas behind the scenes.



Cassie Nicolls, Assistant Fleet Administrator

Cassie has joined to provide additional administrative support to Sarah. Cassie has slotted brilliantly into the team and livens up the day with her infectious enthusiasm. There is a lot of hard work and long hours to contend with in this area of the business. Cassie nearly ended up working for the sales preparation side of things, and only the intervention of Matt pushed her in the right direction of the fleet sales administration team.



Mike Stokes, Fleet Sales Preparation

Mike Stokes previously served for the forces in Iraq as a Tank Engineer. For Mike, the grey skies of Tilbury are a far cry from the desert like conditions he became accustomed to in his previous role. Now he is part of the team responsible for the pre-delivery inspections of all our stock, a role he takes great pride in "I love the job variety; the changing challenges I am faced with each day are what I thrive off the most." In his spare time, he enjoys the sports most people shy away from, getting his adrenaline buzz from skydiving, paragliding and white water rafting.



Russ Byrne, Fleet Sales Preparation

Russ Byrne bizarrely was also an ex-army engineer who served – you guessed it – in Iraq. Believe it or not they didn't know each other before joining Maritime – as they say – it's a small world! Russ now works alongside Mike and Sean (below), and all three make a great team. "I love the sense of achievement when the team complete a vehicle. Seeing it ready, immaculate, waiting to go to the buyer gives me a great deal of pride and satisfaction" said Russ.



Sean Grenyer, Fleet Sales Preparation

The newest member of the group is Sean Grenyer, a successful Mount Kilimanjaro climber who works as part of the fleet sales team. So far he is enjoying the variety the job is giving him and the team spirit he has been welcomed into. The sense of achievement he gets when the team completes a vehicle has been unmatched in any past position he has had held. Sean is something of a working machine who prides himself on turning out every truck immaculately.

“We are the only premium truck retailer that has the knowledge and understanding of how these vehicles work”

Matt Heath

BUYERSGUIDE

Can't decide between the Scania Highline or Topline? Let us help you decide...



Scania Highline

- ✓ Improved fuel economy
- ✓ More manoeuvrability in the 4 x 2 format
- ✓ Reduced height - which can be invaluable in certain applications

VS

Topline

- ✓ Driver comfort - big cab, stand at full height
- ✓ Double bunk
- ✓ Status on the road

Maritime has been synonymous with the container transport sector for decades. Over twice the size of their nearest competitor, our parent company diversified into domestic distribution back in 2010. This decision was made partly as a result of the global recession significantly affecting container transport rates. With vessels across the world laid up, shipping lines had found the quickest savings could be made in cutting transport rates for hauliers, making slim margins almost non-existent. Distribution within the UK turned out to be a natural synergy with the Maritime network; we swiftly grew to a turnover of £50m per annum working for the likes of Tesco, Amazon and Ikea but in doing so had to adjust our operational model, carrying out more day/night

trunking and weekend work. As such the traditional large cabs we had been used to buying were not always the best suited for the job; drivers no longer required such spacious cabs with fuel economy due to higher mileages, becoming the most important factor.

As a result Maritime trialled a number of smaller cabs from the likes of Iveco, MAN, Volvo and Mercedes. After a month of trialling the trucks however, the best fit for our business was the Scania Highline.

"We have now been running the Highlines for a couple of years" said Matt. "They have been a superb addition to the fleet both in terms of fuel economy and reliability."

Some of you may have seen that we are now marketing the first of our Highlines for sale. So will it be a

Topline or Highline for you? Here are our tips to decide which truck to buy.

Topline: driver comfort - big cab, stand at full height, double bunk, status on the road.

Highline: improved fuel economy, more manoeuvrability in the 4 x2 format, reduced height which can be invaluable in certain applications.

CONCLUSION

Both trucks will provide good residual values if looked after. The choice of model therefore ultimately comes down to application. If you are running a predominantly 'Tramper-style' operation, buy the Topline. If you are running a day/night shift or trunking operation you should consider the Highline for its superior mpg figures.

NEW TRUCKS COMING SOON

With over 1,000 owned and operated trucks within our fleet and a policy of renewal every three years we are continuously placing orders with manufacturers. 2015 is no different. We have already added over 200 vehicles to the fleet in March with another 200 due as September registrations. This puts us in the unique position of being able to tell you now what you will be able to

purchase in three years time.

Euro 6 is the buzzword and the new emissions regulations have resulted in some great trucks with fantastic engines and fuel efficiency which is unrivalled. "After careful consideration and vehicle trials we have purchased three marques for 2015" said Matt. "Namely, DAF XF 105 Superspace 460's, DAF CF Spacecab 440bhp's, Volvo FH4 Globetrotter 500bhp's, Scania 450

Highline SCR 2 pedal Opti-cruises in both 4 x2 and 6 x2 formats."

The trucks are already on the road and the feedback from our Drivers has been fantastic. We can't wait to let you get your hands on them and when you do we will have plenty of experience of the trucks to give you the most informed opinions in the industry.

Buy With Work Testimonial: R&V Brothers Ltd

Matt Heath first met Roman, the owner of R&V Brothers back in July 2014. Roman had heard about our 'Buy With Work' scheme and came to us looking for a truck having already obtained his Operator's Licence.

Roman came to us with no specific truck in mind. His only stipulations were supreme comfort and an automatic gearbox. Matt immediately knew the Volvo FH13 was the truck for Roman.

"The feedback from our Maritime Drivers is fantastic" said Matt. "They love the Volvo in cab comforts which include full prestige leather, heated drivers seat, fridge and microwave. The i-Shift gearbox also gets rave reviews."

Roman trusted Matt's recommendation and we're pleased to say hasn't looked back since. He loved the truck and after four months under our 'Buy With Work' scheme came back looking for a second Volvo and again bought with work through Maritime.

'Buy with Work' is another unique offering we can provide with the support of the Maritime operation. The company is a market leader and with its diverse service offering of both container and curtainsided distribution; any owner driver or fleet operator can buy a vehicle 'with work' confident that they will benefit from ongoing, daily, guaranteed work.

Throw into the mix the added benefits of trailer hire, fuel cards, guaranteed weekly payments and a network of secure parking with driver facilities nationwide and it is even easier to appreciate the benefits 'Buy With Work' offers to smaller operators.

But don't just take our word for it. Roman is now increasing his Operator's Licence in order to purchase his third truck from us: "I have already recommended the Company to other operators. Maritime and Secondhand Trucks do a great job and I would wholeheartedly endorse them to anyone."

Roman is just one of many owner operators now working with the Company. Anyone who purchases a truck from us can take advantage of the scale the Maritime network offers, through the 'Buy With Work' scheme, whether as a start-up or part of an established fleet. Find out more by calling Matt today.



Customisation: Make our truck, Yours

The sky is the limit. Our 'Blue Bottomed Girls' are part of one of the most recognised fleets in the UK, however we realise what suits us doesn't always suit you. Therefore we have developed, over the past ten years, the expertise to give our girls a full makeover.

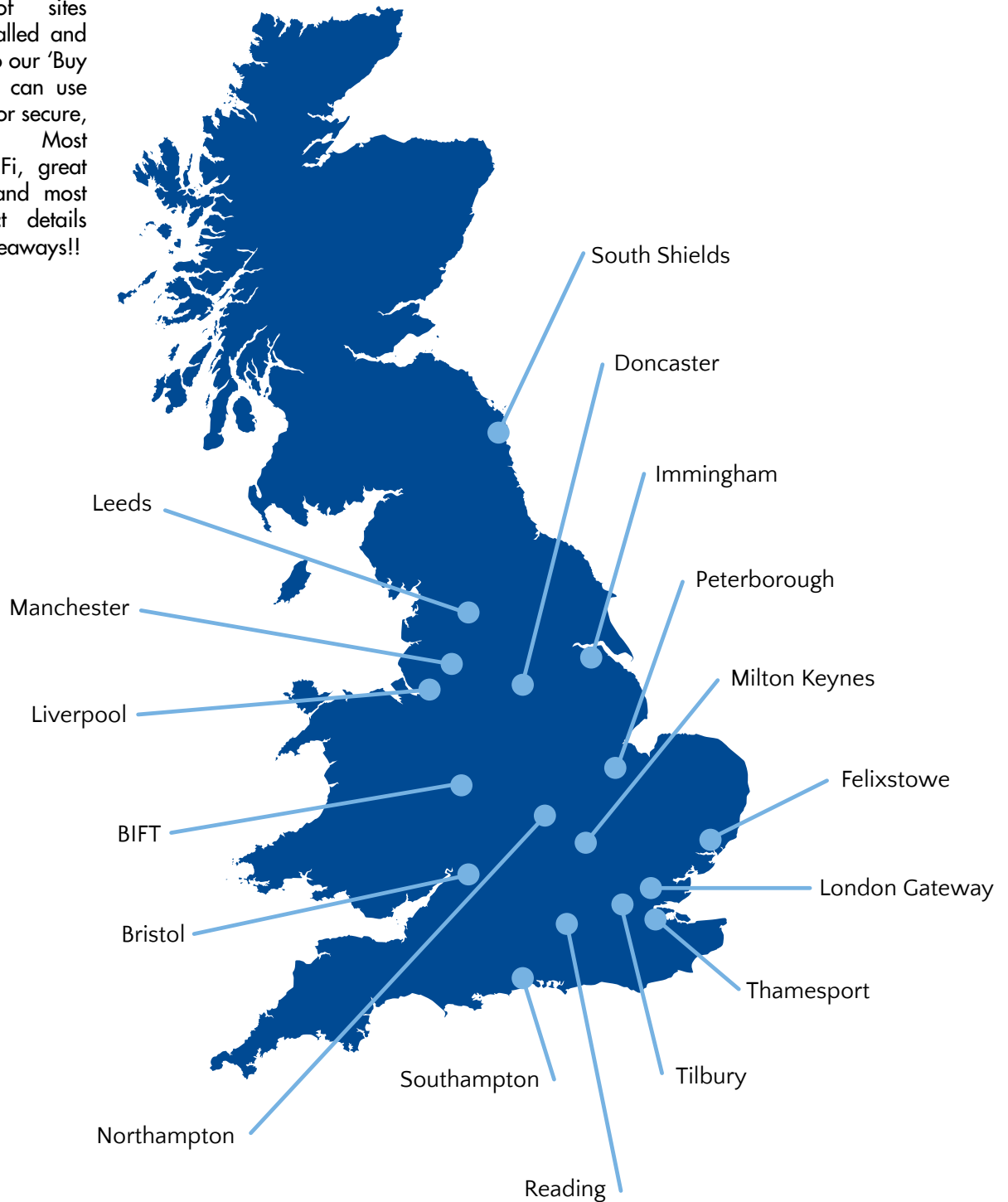


Checklist:

- ✓ Full Colour Change
- ✓ Livery including assistance with design
- ✓ Lights/Beacon Bars
- ✓ Additional/Larger Fuel Tanks
- ✓ Alloy Wheels
- ✓ Tipping Equipment
- ✓ Internal Cab Modifications including Sat Navs, Hands Free Kits, Flatscreen TVs
- ✓ Forward/Rear Facing Cameras

Our Network

Our Network of sites nationwide is unrivalled and those who sign up to our 'Buy with Work' scheme can use many of these sites for secure, overnight parking. Most locations have Wi-Fi, great restroom facilities and most importantly, contact details for the best local takeaways!!



For more information on Secondhand Trucks please get in touch

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