



## Iveco targets growth with Acorn Truck Sales

(Watford, 5 March 2013): Acorn Truck Sales has joined the Iveco UK dealer network with responsibility for the South East of London, East London and Essex.

With immediate effect, the company will operate a full Iveco sales, service and parts dealership from its premises in Crayford, strategically located 10 minutes from junction 1b of the M25 and close to the Dartford Crossing.

The 1.1 acre Crayford site incorporates a modern workshop featuring six full length bays, plus an on-site brake roller tester and tachograph calibration facilities. The dealership is open 24 hours a day, five days a week, and until midday on weekends.

Acorn Truck Sales will also operate an Iveco light commercial vehicle sales and full range service and parts dealership from its satellite facility in West Thurrock. A sister company of Acorn Truck Sales – PCL Eastern in Witham, just off the A12 between Chelmsford and Colchester, is also appointed as an authorised repairer to support Iveco customers operating throughout Essex.

Marco Leonardi, Iveco UK Network Director, says: “Acorn Truck Sales is part of a group of companies with almost a century of experience in the transport industry. They have an impressive track record and see real potential for Iveco to grow in this strategically important territory.”

Darren Brown, Sales Dealer Principal at Acorn Truck Sales, explains: “This is a very exciting time for the business; it’s not every day you get to take on the franchise for a manufacturer which has just won International Truck of the Year 2013 and has such a strong line-up of products on offer.

“We have a superb facility in Crayford, and given our close proximity to the centre of London, we see great potential in particular for Iveco’s natural gas range of light, medium and heavy trucks, not to mention its hybrid drivelines.”

All three locations, in Crayford, West Thurrock and Witham, will be supported by their own fleet of Iveco 'Assistance Non-Stop' 24/7 emergency support vehicles, together with dedicated parts delivery vans.

Acorn Truck Sales and PCL Eastern are both part of the Harris Group, a family owned business employing more than 600 people. Acorn Truck Sales is one of the fastest growing companies within the group, having invested heavily in its facility in Crayford.

The new facilities are located at:

- Acorn Truck Sales, Acorn Industrial Park, Crayford Road, Crayford, DA1 4AL.
- Acorn Truck Sales, 506-508 London Road, West Thurrock, RM20 1UU.
- PCL Eastern, 5 Wheaton Road, Witham, Essex, CM8 3UJ.

Dagenham Motors' aftersales operation in Barking has been retained by Acorn Truck Sales as an authorised repairer within this territory.

#### Iveco

*Iveco, a Fiat Industrial company, designs, manufactures, and markets a broad range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as fire fighting, off-road missions, defence and civil protection.*

*Iveco employs almost 25,000 people and runs in 11 Countries in the world using excellent technologies. Besides Europe, the company operates in China, Russia, Australia and Latin America. Around 5,000 sales and service outlets in over 160 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.*

2371/13

ref: IVECO 13011