

## Bedfords lead the pack with the delivery of 39 Euro VI Stralis'

Watford, September 1, 2014

Leeds based haulier Bedfords is taking delivery of 39 Euro VI Stralis Hi-Way (AS440S46TX/P) tractor units, each to be delivered on the new '64' registration plates. They will be joined by eight new Euro VI Eurocargos, including seven 18 tonners and one 7.5 tonne rigid.

Leased through Iveco Capital and delivered by dealer Northern Commercials, the new vehicles were ordered as part of the company's commitment to maintaining a modern and cost-effective fleet.

The business, which has operated since 1927, runs a fleet of more than 100 trucks – 60 per cent of which are now Ivecos. The new units are replacing older Iveco and Volvo vehicles in the Bedfords national network.

Lee Nichols, Business Improvements Director at Bedfords, says: "We are committed to providing a reliable service for our customers which exceeds industry averages; to do this we ensure that we maintain an efficient modern fleet."

Bedfords made its choice following a trial involving tractor units from a number of different manufacturers. The 6x2 Euro VI Stralis Hi-Way proved to have significantly lower operating costs, reducing the total cost of ownership.

Nichols continues: "The trials clearly showed that the Hi-Way, with the lowest fuel consumption in its class and impressive reliability, will ensure we achieve the value we are looking for from our investment."

Bedfords has maintained a good relationship with Iveco dealer Northern Commercials for well over ten years, but the company insists on undertaking impartial trials before a major purchase.

Nichols states: "We value the relationship we have with Northern Commercials and Iveco but a company must always be subjective when looking at its options. Considerations on MPG and performance must come first."

The comfort and safety of drivers is also a priority for Bedfords. Iveco vehicles have consistently delivered high levels of driver acceptance, with much praise for the quality of the interior and amount of space inside the latest generation Stralis Hi-Way cab.



PRESS RELEASE

The Stralis' will form part of Bedfords' general fleet undertaking time sensitive deliveries for customers including the Daily Mail and Polestar Group, as well as other general contract work. They are expected to remain in service for three years, clocking-up between 120,000 and 140,000 kilometres a year.

Each of the Stralis' is powered by a Euro VI Iveco Cursor 11 engine which can produce up to 460 hp between 1,500 and 1,900 rev/min and 2,150 Nm of torque between 925 and 1,500 rev/min. They also feature a new Super Engine Brake which uses an exhaust throttle valve to improve the performance of the engine by up to 30 per cent compared to the previous generation of engines.

Bedfords is the founder member and majority shareholder of Palletforce, operating a wide range of transport services in the UK and across Europe.

Bedfords, as part of its commitment to corporate social responsibility, operate the 'Beddy the Truck' programme which seeks to teach children between the ages of five and seven about the importance of road safety.

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