ARGOS FLEET GETS A MAKEOVER

Wednesday 15 October, 2014

Leading online retailer Argos has announced the launch of a fleet of newly branded trucks. The 76 vehicles, all sporting the new brand colours and designs announced this week, will take to the road this autumn.

Part of Argos' new multi-million pound advertising campaign, which will bring to life its ongoing drive to become a digital retail leader, the vehicles will carry the new strapline 'GET SET GO ARGOS' and feature vibrant colour explosions against a clean, white backdrop. The campaign is the biggest strategic change in its 40-year-plus history.

David Landy, Fleet Manager for Argos, said: "Our vehicles travel all over the country, seven days a week, delivering a range of 43,000 products to our 734 stores and direct to the doorstep, allowing customers to shop how and when they want. They will be seen and recognised by everyone, so it's exciting to be part of the new campaign and the fantastic new Argos we are creating."

The newly branded fleet comprises of 71 Mercedes-Benz Actros tractor units and five Scania natural gas-powered trucks. The Scania trucks are designed to run completely on gas and provide carbon dioxide reductions of up to 70 per cent when run on pure biogas, as well as being extremely quiet.

The New Actros units, which will support Argos' existing fleet of 400 tractors and 1000 trailers, are all powered by Euro VI 290 kW (400 hp) straight-six engines coupled to the Mercedes PowerShift 3 automated transmission. All feature the 2.3 metre wide ClassicSpace sleeper cab, which offers high levels of safety and comfort.

Helping maximise the new fleets' efficiency, all 71 vehicles are equipped with Hatcher Components' unique Active Freddie air management system. This ignition sparked cab top spoiler automatically adjusts to match the height of the trailer, minimising fuel consumption.

James Colbourne, Head of Strategic Accounts - Trucks, Mercedes-Benz UK Ltd, said: "Working with Argos on their latest Euro VI vehicles has been an incredibly interesting and positive experience. Argos has a new fleet that will provide a robust and reliable partner for many years to come.

"The new livery is sure to strike a chord and complement Argos' strong brand image."

The multi-million pound advertising campaign will start on October 14 and spans out-of-home, digital, social media, print, radio and in-store channels. The new brand identity will extend to: Argos' websites and apps; stores, with updated point of sale, redesigned carrier bags and new uniforms; as well as the new vehicles.

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About Mercedes-Benz Trucks in the UK

Mercedes-Benz Trucks is the sales and marketing organisation responsible for all Daimler Truck products, including Fuso Canter, and services in Britain 2013 marked the best year ever for Mercedes-Benz Trucks in the UK, with 9,500 trucks (8,468 Mercedes-Benz and 1,003 Fuso Canters) registered - a 7% increase on 2012, while also beating 2005's previous record.

Mercedes-Benz Truck registration volumes grew in 2013 by 35%, against a market that increased by 28%, outperforming market growth by 7%.

With over 2,000 Euro VI vehicles already sold in the UK and a further 38,000 throughout Europe, Mercedes-Benz Trucks offers a far more compelling package, not only for our products but for our

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About Argos

Argos is a leading UK digital retailer, offering around 43,000 products through www.argos.co.uk, its growing mobile channels, stores and over the telephone.

Argos continues to be the UK's largest high street retailer online with around 123m customer transactions a year and 738 million website and app visits in the 12 months to February 2014. Customers can take advantage of Argos' convenient Check & Reserve service available through its network of 734 stores across the UK and Republic of Ireland.

In the financial year to February 2014, Argos sales were £4.1 billion and it employed some 29,000 people across the business.

Argos is part of Home Retail Group, the UK's leading home and general merchandise retailer.

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