Hyundai Gets The Blue Light For Increased Sales To Emergency Services

Thursday 15 January, 2015

- Hyundai retains its position on the Crown Commercial Services (CCS) Vehicle Purchase Framework
- CCS Framework now also includes 'blue light' lot , meaning more Hyundai vehicles are set for emergency service and high profile police use
- New arrangement follows successful four-year period in which Hyundai supply has grown rapidly to more than 1200 vehicles a year to the public sector

High Wycombe, 15 January 2015 – Hyundai Motor UK has been awarded a place on the Crown Commercial Services (CSS) Vehicle Purchase Framework enabling continued supply to the 'blue light' sector – the emergency services – and to a whole range of public bodies. The remit follows a successful four-year tenure for Hyundai as a supplier to the previous CCS and the National Association of Police Fleet Managers (NAPFM) Framework.

Under new arrangements, Hyundai has continued access to the blue light market, as well as the broader public sector: everything from central government to local authorities, health, education, defence, and not-for-profit organisations.

Martin Wilson, Fleet Director, Hyundai Motor UK said: "The emergency services are discerning and demanding customers, and rightly so, when lives may depend on vehicle reliability and flexibility. With these high-profile customers using our vehicles, it acts as a powerful recommendation to potential buyers.

"Hyundai started sales to police forces in 2010, with a modest total of 41; within a year that soared to more than 350, and now tops 600 a year. We have supplied some 2,250 cars to blue light customers during the past four years and this new agreement should see that figure rise again."

The police forces supplied by Hyundai are spread widely across England and Wales, with the biggest customer boasting more than 600 vehicles, including 500 i30s. Hyundai's major customers are responsible for policing a total land mass of over 8,000 square miles and a population of nearly 20 million people.

Commenting on recent success, Denis Watling, Public Sector Assistant Manager, Hyundai Motor UK, said: "We're confident that our well-known five-year/unlimited mileage warranty, dedicated fleet and aftersales teams and award winning lineup of products will continue to prove as popular with police forces and other public bodies in 2015 and beyond."

Bidders were also judged on more specific capabilities such as the ability to supply priority parts and bespoke training to emergency service workshops. Hyundai has invested heavily in a specific aftersales programme for its Emergency Service operator customers over the past 12-18 months, including the provision of training at Hyundai's purpose-built Training Academy just off the M40.

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About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company, which leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars, offers top-quality best-sellers such as Elantra, Sonata and Genesis. Hyundai Motor has eight manufacturing bases and seven design & technical centers worldwide and in 2014, sold 4.96 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world's first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.

More information about Hyundai Motor and its products can be found at: http://worldwide.hyundai.com orhttp://www.hyundaiglobalnews.com

About Hyundai Motor UK

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Hyundai has sold vehicles in the UK since 1982. In 2005, Hyundai opened its own UK subsidiary, Hyundai Motor UK Ltd, based in High Wycombe. Since 2008, the company has risen from 21st to one of the top manufacturers in the UK and last year sold a record 82,159 vehicles. Hyundai Motor UK employs over 3000 people through its UK operations and dealer network.

Hyundai offers a full range of vehicles from the award-winning New Generation i10 city car through to the capable Santa Fe SUV and iLoad LCV. All passenger cars come with Hyundai's industry-leading 5 Year Unlimited Mileage Warranty package. Further information about Hyundai and its products is available atwww.hyundai.co.uk.

Follow us on Twitter @Hyundai_UK_PR

For individual information please contact:

Natasha Waddington
Head of PR
01494 428646
07771 975692
natasha.waddington@hyundai-car.co.uk

Laura King
Senior Manager, Brand PR
01494 428685
07817 264224
laura.king@hyundai-car.co.uk

Chris Overall
Product & Corporate PR Manager
01494 428653
07771 972273
chris.overall@hyundai-car.co.uk

Sarah Saunders
PR Administrator (Press Fleet)
01494 428617
sarah.saunders@hyundai-car.co.uk

Company Contact:

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E. support[@]pressat.co.uk

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