RENAULT MASTER DELIVERS FOR LYRECO

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One of the world's biggest providers of office supplies and workplace solutions has enhanced the fleet of its UK operation with the addition of 172 Renault Master Panel Vans.

Lyreco, which operates in 42 countries across four continents, will use the Renault Master Vans in the delivery of its 10,000-plus office and workplace-based products to its clients nationwide.

The industry-leading firm is a long-standing partner of Renault and its latest vehicles from Europe's best-selling LCV brand were chosen after Lyreco engaged ERA Fleet Cost Management to manage the tender amongst manufacturers and suppliers. The Renault Masters replace vehicles from another brand and won the tender based on their whole life costs, impressive payload and the reliability of the other Renault vehicles that Lyreco operates.

Offering a maximum payload of 1,530kg from the factory, Lyreco's Renault Masters have been supplied in (LM35) Long wheelbase, medium roof specification. All feature an efficient 135hp 2.3-litre turbodiesel engine and front-wheel drive, the latter optimising the amount of load space that Lyreco has available and adding to the efficiency of its multi-drop deliveries.

Lyreco's Renault Masters all feature the Business level of trim, which offers a high level of comfort, safety and convenience. The firm's fleet of drivers benefit from such standard features as a DAB radio with Bluetooth, electric front windows, remote central locking, ESC (Electronic Stability Control) with HSA (Hill Start Assist) and Grip Xtend; an advanced electronic traction control system which acts on the vehicle's driven wheels to optimise traction on loose surfaces.

All of Lyreco's Renault Masters have been supplied by Greenhous Renault's Shrewsbury dealership. The order was handled for Lyreco by ERA Fleet Cost Management, with the vehicles leased through Fraikin. As with all Renault LCVs, the Renault Master comes complete with the reassurance of a 100,000-mile/four-year warranty and four years' Renault Assistance.

Nick Dacey, Logistics Director, Lyreco, said: "Although we have a long relationship with Renault, we still like to re-evaluate our fleet on a regular basis and, once again, the Renault Master has proved to be ahead of its rivals and the ideal fit for our requirements."

Nick Tame, Sales Director, Groupe Renault UK, said: "With Lyreco making 1,000s of deliveries a week, its vehicles must be exceptionally durable, efficient, comfortable and reliable, and we are very pleased that they have found the Renault Master to be the quality product that they demand. With the Renault Master, Lyreco enjoys the peace of mind that they have chosen a vehicle that has made a major contribution to Renault being the best-selling LCV brand in Europe for the 18th consecutive year."

The Renault Master range is available from £22,900 ex. VAT. Customers can choose from six different engines, front-wheel drive or rear-wheel drive; and many bodystyles, including Panel Van, Crew Van and Passenger.

The Renault Master is a core vehicle in the LCV product offering from the manufacturer's specialised Renault Pro+ brand, which comprises of a vehicle range, services and a network dedicated to business customers. The performance of the Renault Pro+ operation contributed to Renault winning the Most Improved Manufacturer at the 2016 Fleet World Awards.

All Renault LCV vehicles come with the reassurance of the Renault Business Quality Commitment – the manufacturer's 13-point plan that guarantees customers will receive a class-leading service. Designed to keep customers moving no matter what and deliver hassle-free business motoring, the plan covers everything from an impressive warranty and transparent pricing to the availability of courtesy vehicles and a dedicated customer hotline.

Renault van sales in the UK grew by over 20 per cent to 13,435 vehicles in the first half of 2016, significantly outpacing the van market that grew by 2.5 per cent, according to official figures from the Society of Motor Manufacturers and Traders. LCV market share for the first half of 2016 stood at 7 per cent – up 1 percentage point on the same period in 2015.

Renault's growth in the van market builds upon a record year for LCV sales in the UK last year, with sales up 40 per cent on 2014 to 25,458 units, and also the manufacturer being the best-selling LCV

brand in Europe for the 18th consecutive year.

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