

**Fraikin Limited**Fraikin House, Torwood Close,  
Westwood Business Park, Coventry CV4 8HX

Tel: 02476 694494 Fax: 02476 470419

Email: [talk-to-us@fraikin.co.uk](mailto:talk-to-us@fraikin.co.uk)Web: [www.fraikin.co.uk](http://www.fraikin.co.uk)

Release date: 24 November 2014

**FRAIKIN GROWS FLEET MANAGEMENT CONTRACT WITH SAINSBURY'S**

Commercial vehicle expert Fraikin has signed a two-year contract with Sainsbury's to fleet manage all of the supermarket's home delivery assets in southern England – accounting for more than 50 per cent of its 3.5 tonne fleet. The new agreement means Sainsbury's Online Grocery shoppers can be sure their orders will arrive at the agreed time.

Under the contract, Fraikin has grown its share of the Sainsbury's fleet to 1,000 vehicles operating from 120 stores, and covering an area of almost 52,000 km<sup>2</sup>. This represents an increase in stores of 78 per cent to Fraikin.

Key to securing a larger share of the business was Fraikin's proven ability to provide support 24/7 to the vehicles in a complex operating environment, where guaranteed delivery within the customer's allocated time slot is essential – and vehicle downtime is simply not an option. This in turn gives Sainsbury's customers a leading delivery service and high quality online shopping experience.

Fraikin's team has tailored its offer for Sainsbury's to include servicing via a combination of mobile technicians and Fraikin's own branch network. Rigorous proactive maintenance is carried out every 12 weeks to ensure the fleet is maintained in line with Sainsbury's exacting standards, whilst at the same time maximising fleet availability. Fraikin commits to immediately replace any vehicle which cannot be put back on the road, within three hours, no matter what the circumstances.

Simon Skeet, Head of Retail and Logistics Operations for Sainsbury's Online, says: "Market leading customer service lies at the heart of our online shopping experience,

and that means well-presented and punctual deliveries and value for money for our customers. Fraikin has consistently helped us to meet this requirement.”

A dedicated Fraikin team based in Coventry provides the supermarket with comprehensive around the clock fleet support for their specialised temperature controlled vehicles, putting Sainsbury’s firmly in the driving seat at getting deliveries quickly and efficiently from store to the door.

Peter Backhouse, Fraikin CEO, says: “Sainsbury’s has a commitment to delivering the highest quality of service and products to their customers to make them the standout choice for grocery home delivery. Meeting that commitment requires only the very best supplier partners. We are delighted that, having proved our capabilities since our first contract was signed in 2011, Sainsbury’s trust us to help to ensure they fulfil their promises every day to their customers.”

Sainsbury’s is recognised in the industry for its commitment to ensuring the highest fleet standards and is an accredited member of the Van Excellence programme, operated by the Freight Transport Association (FTA).

Its home shopping fleet travels around 43 million miles per year, making 190,000 deliveries per week and providing coverage to 96 per cent of UK households.

ends

**Note to editor:** [Fraikin Ltd](#) is part of the [Fraikin Group](#), the largest commercial vehicle fleet services company in Europe, providing expert fleet management, contract hire and rental solutions to both the private and public sector. In the UK a team of nearly 400 staff manage approximately 15,000 assets, ranging from vans to heavy trucks, as well as specialist plant and machinery. The Fraikin Group, established in France in 1944 by Gérard Fraikin, has operations in 10 countries – Belgium, Czech Republic, France, Luxembourg, Morocco, Slovakia, Spain, Switzerland, Poland and the UK. Since 2007 it has been owned by [CVC Capital Partners](#), one of the world’s leading private equity and investment advisory firms.

**For further press information please contact:**

James Boley or James Keeler at Garnett Keeler PR on 020 8647 4467 or by email to [james.boleyn@garnettkeeler.com](mailto:james.boleyn@garnettkeeler.com) / [james.keeler@garnettkeeler.com](mailto:james.keeler@garnettkeeler.com)

To access Fraikin’s online newsroom please visit <http://news.cision.com/fraikin>

FRA/009/14