

Vansdirect voted LCV Leasing broker of the year

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Vansdirect voted best leasing broker for vans 2016

Newport based Commercial vehicle specialist Vans Direct has won the Best Van Leasing Broker category at the Leasing Broker Federation Awards.

Sponsored by BMW/MINI Group and Hyundai, the Leasing Broker Federation Awards are presented by the Leasing Broker Federation, an independent membership organisation that supports and promotes leasing brokers across the UK.

Vans Direct operate under three brands - Vansdirect, Vanman, and Best4vans – and the judging panel were impressed by the company's selection of LCVs and range of finance products offered as well as the variety of communications channels used to reach out to customers.

These include partnerships with the likes of Checkatrade, Trades Forums, Autonet Insurance as well as use of electronic newsletters, SMS, social media and blogs.

Chair of the judges, David Brennan chief executive of Nexus Vehicle Management, said:

"Vans Direct have taken a novel and very modern approach to communicating to their customer base and it is evident that their strategy is paying dividends, with increases in sales. Van leasing is becoming a competitive and expanding market with customers becoming very astute when it comes to purchasing and financing LCVs."

Leasing brokers are having a growing influence in the vehicle finance sector, with 2016 seeing impressive market growth.

Latest data, provided by the British Vehicle Rental and Leasing Association, shows that leasing brokers' combined car and van volumes grew by 11% since the end of 2015 with much of this growth driven by leasing, which has seen its share of broker business rise to 43% at the midway point of the year, up from 39% at the end of 2015.

Colin Parnell, commercial director at Vansdirect, said:

"We are delighted to have won the Federation's Best Van Broker award. This means a lot to our business, as the judging panel represent the experts in our sector. Our flexible bespoke finance packages, and immediate access to multi brand stock provide the best market offer to our Customers. Overall this is testimony to our dedication to excellent Customer Service."

The Leasing Broker Federation is supported by four key funders - Alphabet, Arval, Hitachi Capital Vehicle Solutions and Lex Autolease - as well as partner firms Europcar and Applied Driving Techniques.

The Leasing Broker Federation Awards were judged independently by:

- Graham Conway, head of Partner at Alphabet
- Todd Williams, head of broker at Arval
- Chris Swallow, national sales manager of Hitachi Capital Vehicle Solutions
- Steve Cocks, director of Lex Autolease Broker Division
- Paul Hollick, managing director of The Miles Consultancy (TMC)
- Colin Tourick, Grant Thornton Professor of Automotive Management, University of Buckingham
- Fred Crawley, managing editor of Credit Strategy
- Matt Bristow, manufacturer sales director of BCA

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Colin Parnell

Colin.parnell@vansdirect.co.uk

07484 090315