



GT Boost For Toyota

1 October 2003

The purchase of five new Avensis cars has signalled a switch to a predominantly Toyota policy for Chesterfield-based newsagent chain GT Retail. The saloons, four T3-X 2.0-litre diesels and one 1.8-litre petrol, will be used by the company's area managers to cover its 80 retail outlets throughout South Yorkshire and the East Midlands.

The 12-vehicle fleet already includes Toyota Avensis GLS petrol, Corolla T Spirit diesel and Yaris GS models. Because of their popularity with the drivers, and following a recent review, GT Retail has decided to make Toyota its product of choice for field staff. With the latest delivery it has also switched from contract hire to outright purchase for the first time.

GT Retail's cars are changed on a two-yearly cycle, with drivers averaging around 18,000 miles a year.

"We've been very happy with the level of service, reliability and aftersales support to date," says Mark Titterton, Retail Director of GT Retail. "The drivers think highly of the vehicles and feel that Toyotas have more cachet than equivalent makes of business car. We did review models from other manufacturers, but they weren't able to offer us anything that could compete on what we were looking for – especially on price."

Satellite navigation was proving particularly popular with drivers, said Mark – as well as being a genuine business asset in terms of time-saving. "But above all it's the reliability of the cars that has impressed us," he said.

The vehicles are supplied through Toyota Business Centre Monty's of Sheffield. "Monty's is a family business like GT Retail and has provided a very good service over the years. The people from Toyota Fleet have also been helpful – everything they said would happen has happened."

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