



Gordian Strapping Opts for Tempting Toyota Package

3 November 2010

Five new Toyota Avensis Tourers have joined the 25-strong car fleet of Gordian Strapping, one of the UK's leading suppliers of packaging solutions. The new arrivals follow a recent decision by the company to switch from purchase to contract hire.

Gordian Strapping produces a wide range of strapping machinery, and manufactures, installs and maintains bespoke pallet strapping, wrapping and hooding systems. Established since 1937 and based in Basingstoke, the company is a division of the Japanese StraPack Corporation. Its sales and installation staff are complemented by a nationwide service team, and the Toyotas are being used by its service engineers, who notch up high mileages around the UK each year.

"Staff had a limited choice of cars previously, but there were already four Toyota Avensis on the fleet," says Gordian Strapping's Finance Director Paul Marsh. "Gradually the word got around about what good cars they were.

"When we changed over to contract hire this year Toyota was very helpful, and gave us a good deal on a good grade of Avensis - and the result is that everyone's happy." The model of choice is the 2.0-litre D-4D diesel Tourer TR, and with another unit on order and the existing four due for replacement, the fleet is up to 40% Toyota and looks set to rise further.

"The drivers say they find the cars very comfortable and good for the job, in terms of loadspace, performance and specification," says Mr Marsh. "There is nothing else on the list that offers them the sort of standard features available on the TR, such as Bluetooth, and they are absolutely chuffed with the cars." The vehicles are on a three-year/90,000-mile contract with Lombard, with the supplying and servicing centre Inchcape Toyota of Basingstoke.

The 125hp 2.0-litre diesel Avensis Tourer returns more than 52mpg on the combined cycle, with CO2 emissions of 140g/km. The model offers a loadspace of over 1,100 litres with the rear seat in place but increases to over 1,600 litres with the rear seats down.

Standard features include dual-zone climate-control air conditioning; CD player with Bluetooth; all-round electric windows and electric/heated exterior mirrors; 17in alloy wheels; multi-information display; VSC+ with ABS & EBD; seven airbags; power lumbar support and trunk rails.

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