



Top Bookie Supplier Bets on Toyotas

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All-white is all right for Alphameric, which has just taken delivery of 16 new Toyota Hiace Powervans. The company is a leading supplier of satellite data-broadcast and public information display systems for finance and telecommunications companies, the retail sector and a market leader in supplying such systems for betting offices.

Alphameric, based in Shalford, Surrey, now runs an all-Toyota fleet of 100 vans and cars. Its 60 engineers use the specially equipped Powervans from home to provide installation and maintenance services to customers all around the UK and Ireland. Those customers include bookmakers Coral, Ladbrokes, Stanley Racing and the Tote, as well as press agency Reuters and financial institution Dow Jones. The company also provides Electronic Point of Sales (EPOS) systems for major shop chains such as Martins, Balfour and Morgan.

The vans are boarded out with purpose-designed racks, bulkhead grilles, roof racks and are signwritten. "They're ideal for the job - the right size, easy to drive, easy to park and fully accessible," says Chris Taylor-Cutter, Customer Services Manager for Alphameric. He reports that the vehicles are economical, too, which is important for engineers averaging 70-80,000 miles a year. "It's just a very good van," says Chris.

Alphameric switched from a mixed fleet to a full Toyota policy four years ago, and operates on a three-year replacement cycle. The vehicles are leased through ACL. Meanwhile Avensis variants, again supplied all in white for field-based personnel, are proving welcome additions for the company's car drivers.

"The engineers appreciate the spec - air-conditioning, electric windows, sunroof, good stereo and roof bars," says Chris Taylor-Cutter, who drives a CDX version. "Our Account Management staff drive the GS and GLS and senior engineers the turbo-diesel GS estates. The Avensis is another versatile all-rounder."

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