



Toyota Changes Direction

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Reduced running costs and a positive reaction from drivers have been the results of a recent switch to Toyota within the car fleet of Direction International. And the company has also become the first to add the compact Toyota Yaris to its fleet.

Direction is a total building solutions company, covering all mechanical and electrical installations including IT, interior design and fit-out, and it also specialises in air-conditioning maintenance. It has offices in Guildford, Paris and the south of France, employs 45 staff and runs a mixed fleet of 35 vehicles.

Fourteen Toyota Avensis 1.8GS estates have now been supplied for use by Direction's team of mobile engineers, who provide a planned maintenance and rapid-response service for clients nationwide. "The Avensis has had a very positive reaction," says Managing Director Phil Moore. "The drivers appreciate its driveability and economy." They also, he says, like the air conditioning - a feature they should all know about!

Direction International has also become the first company to include the Yaris in its fleet. Phil ordered three for his senior administrative staff and reports that they have responded enthusiastically: "The Yaris is a marvellous car. You name it, they love it - the performance, space, look, style, comfort - and that dash!"

"Our main criteria in choosing Toyota were running costs, which had previously been very high, reliability, space and comfort," says Ian Simpson, Group Technical Director. "The selection process was extremely tortuous and involved evaluating most other makes." The cars, which will be replaced after three years, were supplied under a contract purchase agreement through local dealership Sandhurst Toyota. "Sandhurst and its parent company Inchcape were both very helpful and offered good support."

"This deal with Direction International provides an example of the strength of our recently implemented Fleet Business Development Programme," says Mark Hall, General Manager of Toyota Fleet.

"We are working closely with companies of all sizes to find solutions to their problems, and they in turn are becoming aware of the advantages of switching to Toyota vehicles - highly competitive whole-life costs, our reputation for reliability and driver appeal."

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