



Britvic Trusts Toyota Proace to Keep its Support Operations Running Smoothly

27 March 2018

Britvic Soft Drinks, one of Britain's leading soft drinks manufacturers, has added 76 Toyota Proace vans to its vehicle fleet with an intention to increase by a further 25 in 2019, making this one of the largest Proace fleet deals. The new vehicles will be used by its Technical Service team, who install, manage and maintain soft drink dispense installations across the UK.

Britvic has operations centres in Great Britain Ireland and France and exports its market-leading branded still soft drinks to more than 50 countries worldwide.

Simon Mohun, National Technical Service Manager with responsibility for the Britvic fleet said; "After extensive market research and a comprehensive review of our operation, we decided the Toyota Proace was the vehicle which most suitably matched our ever-diversifying operation. It also supported the strong brand image required to fulfil our ambition, 'To be the most dynamic, trusted and admired Soft Drinks Company in the World.' The Proace looks great, is very well specified and offers flexible load capacity, as well as providing a high level of driver safety and comfort which our engineers deserve."

The company's new Proace vans are medium wheelbase versions in Comfort specification. All have been specified with Toyota Safety Sense and Premium Pack, a suite of advanced active safety and driver assistance features, including a Pre-collision System with pedestrian detection, Adaptive Cruise Control and automatic headlights. The pack also brings the benefits of a head-up display, automatic wipers with thermal insulated windscreen glass, cornering lights, vehicle alarm and an upper dashboard storage point with lid.

A Britvic specification Proace Comfort has also been chosen to take the spotlight on the Toyota stand at the Commercial Vehicle Show at the NEC in Birmingham, from 24 to 26 April.

The Toyota Proace meets a wide range of business needs, being available in three different wheelbase lengths, Compact, Medium and Long, with load capacities of up to 6.6m³. Matched to a range of fuel-efficient diesel engines and transmissions, Proace is helping Toyota expand its commercial vehicle business, supported by a network of specialist Business Centres across the UK. For more information about the Toyota commercial vehicle range and the location of the Toyota Business Centres visit www.toyota.co.uk.