



Toyota Lays Firm Foundations At Bullivants

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Toyota Hilux Double Cabs are proving a popular user-chooser option with everyone from sales and engineering staff to management at Roger Bullivant Ltd, the UK's largest foundation engineering company. Many drivers are finding the 4x4s convenient for both business and private use, while other staff are specifying increasing numbers of Toyota Avensis cars.

Toyota last year became one of two nominated manufacturers supplying Roger Bullivant. The move followed a review of the engineering company's 400-strong fleet of cars and commercials, with reliability regarded as the key requirement. The company has an annual turnover of more than £100m and says it offers the most extensive range of high-quality foundation products in the UK. It has offices all over the country, although all its specialised plant and equipment is designed and built at its Burton-on-Trent headquarters.

Until last year Roger Bullivant's car-fleet policy embraced a wide variety of marques. When vehicle supplier Inchcape suggested that Toyota might be considered for nomination alongside VW, already predominant on the fleet, Toyota Fleet arranged for a demonstration programme and the first cars were ordered soon afterwards. "We chose to go for Toyotas mainly because of their reliability, as well as the competitive price," said Fleet Manager Anthony Franklin. "The cars are going down well with the drivers – based on the fact that we never hear from them when everything's going OK!"

Some 20 Toyotas have already joined the all-diesel fleet, with more on order. In demand are Hilux HL3 Double Cab 4x4s in silver-steel, and Avensis 2.0 litre D-4D T3-s hatchbacks and tourers. Roger Bullivant's workforce is divided into five bands for purposes of car allocation, and the vehicles are purchased outright through Inchcape Toyota Derby. The company has a policy of replacing its vehicles after three years, irrespective of mileage.

"Quite a few of the staff are now using Toyota Hiluxes for work, especially site engineers, and with some extras, such as Mountain Top hard covers for the loadspace, they can also run them as family cars," said Bob Thompson, Inchcape's Group Fleet Key Accounts Manager. "Double Cabs have all the interior space and comfort you need for that purpose, plus the loadspace. This is where Hilux scores for people working in a heavy-industry company like Roger Bullivant, because it's a robust but also a refined choice."

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