



FREE FUEL FOR LEOMINSTER TRUCK OPERATOR

Thomas Panels & Profiles wins MAN's 'Free Fuel' promo

Leominster-based Thomas Panels & Profiles has won £20,000 worth of diesel fuel in MAN Truck & Bus UK's Free Fuel promotion. The draw was made on day two of the CV Show 2013 at the NEC, Birmingham, after additional prizes of £5,000 and £1,000 were also awarded earlier at the three day show.

A surprised Transport Planner, Paul Thomas, received the news via a 'phone call from the MAN Show Stand directly from MAN's CEO in the UK, Des Evans.

"I just couldn't believe it," said Thomas, "Des told me we had won, but, I had to call him back a little later to check it was all for real. My boss, Richard Thomas, and I were invited to the CV Show the next day as guests of MAN, and it was a brilliant experience. For a company with a small truck fleet, £20,000 is a significant sum – fuel is the largest single running cost for us.

MAN's Free Fuel promotion was open to any truck operator who simply visited the company's Total Cost of Ownership (TCO) website – www.man-tco.co.uk – to register their interest. Alongside the top prize of £20,000 of free fuel, MAN offered a second prize of £5,000 of fuel and five third prizes of £1,000 of fuel each.

"The objective," says Sandy Millar, Sales Director of MAN Truck & Bus in the UK, "was to try and bring home to people just what they are missing if they don't have MAN trucks in their fleet. We know from independent tests and hands-on experience with operators taking our trucks and driver training for the first time just how much people can save. Up to 15-20% in many cases.

"By simply logging on to our TCO website, operators can do a quick calculation for themselves on what it might mean to them in their own fleets. The on-line calculator is very simple to use and does give a very real example of what could be possible with a switch to the economy and efficiency of MAN trucks."

The promotion has been very successful says MAN Truck & Bus UK, with hundreds of operators entering their site to register for the chance to win. More importantly perhaps, a very high percentage have also used the TCO calculator, a good many of them returning more than once to run sets of figures through to get a savings figure.

Swindon
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Press Release
MAN Truck & Bus



The winners of the promotion were randomly selected from the entries made online at MAN's site, and were made during the first two days of the CV Show, using an electronic random-selection system overseen by an independent adjudicator. Winners were notified by 'phone and email and the prizes were issued as pre-paid fuel cards to the appropriate individual levels.

ENDS

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The Transport Efficiency Program by MAN Truck & Bus

The amount of transport and traffic on Europe's roads continues to rise. At the same time, the long-term dwindling of energy resources is making transport increasingly more expensive. As one of the world's leading manufacturers of buses and trucks, MAN Truck & Bus makes an important contribution to the continued improvement of transport efficiency. MAN offers a comprehensive efficiency program to reduce total cost of ownership. Transport efficiency, consolidated in the fields of technology, service, the driver and future expertise protects the environment and is added value for our customers.

www.blog.transport-efficiency.com

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