

IN THE NEWS: KELTRUCK'S 30 YEARS OF SUCCESS

YOUR FIRST STOP FOR SCANIA

Commercial Motor

CM INTERVIEW

**MD ANDREW JAMIESON:
THE LOWDOWN ON WHAT
DRIVES KELTRUCK**

IN FOCUS

**MEET THE MAN
BEHIND KELTRUCK:
CHRIS KELLY**

AT THE HEART OF THE ROAD TRAIL



KELTRUCK

1983-2013

KELTRUCK

**CELEBRATING ONE OF THE WORLD'S
BIGGEST TRUCK DEALERS**

TRUCK DEALER

KELTRUCK

Celebrating **30 years** in business



Driving the future

It's been 30 years since Keltruck was formed and while many things have changed during that time, the firm's focus on investing in good people and great service is unswerving. MD Andrew Jamieson gives CM the lowdown on what drives the company

Words: Andy Salter / Images supplied by Keltruck

Clearly, Keltruck is not your average truck dealership. Without wishing to disrespect any other hard-working truck dealership, there is a difference about Keltruck that has ensured the company has remained profitable through the tough times, continues, by all accounts, to offer high levels of service and is growing.

"I know it's a bit of a cliché, but the difference with Keltruck is the people it employs," says MD Andrew Jamieson. "We are a people-oriented business and have developed a culture of people who are all committed to ensuring this company is the best it can possibly be, doing things in the right way."

Jamieson has been MD at Keltruck since 2009, and before that spent two years as aftersales director, though his association with Keltruck goes back to 1994, when he worked for Scania. As a result, Jamieson has observed Keltruck from both perspectives. "I've seen this business grow and during that time the defining principle of Keltruck has been its people," he adds.

"Many of the people in senior positions here started in junior positions, often as YTS trainees, and have worked their way through the ranks. That builds a certain loyalty and commitment to the company that extends to the service we offer our customers."

Obviously, the Scania franchise has been a big element in the development of Keltruck and it's fair to say both companies have done well out of the relationship.



“That’s the mark of a true partnership,” says Jamieson. “Both companies have grown as a result of working together. Scania is a high-quality product, with top-class brand characteristics, which sits well with our market positioning. We have over 3,000 customers on account with us every month and those companies will have a relationship with us on many levels and expect us to meet their needs every day.”

Innovation is key

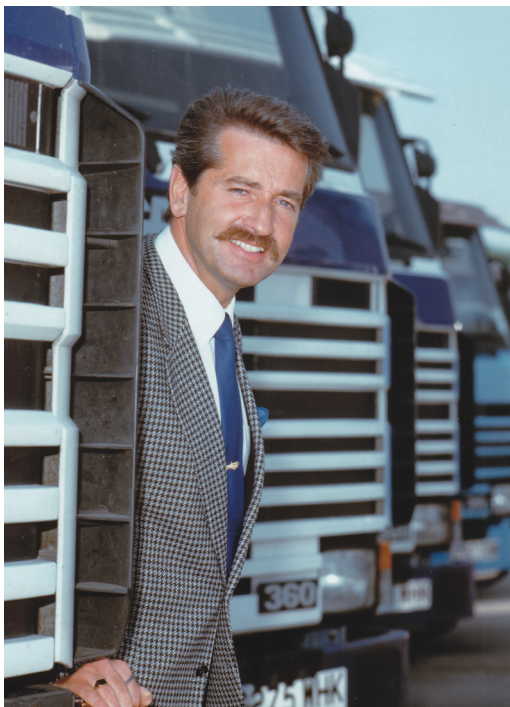
As well as the people, innovation is also a defining theme of the Keltruck story and the company is constantly seeking new avenues for growth. The success of the recycled parts business is well established, but the company is constantly probing for new opportunities. “We’ve embraced the web,” says Jamieson, claiming the company has been online as long as Google, “and now have a thriving e-commerce platform selling recycled parts. We have invested over £600,000 on a new IT platform and a further £200,000 on IT and web-related projects. There are a number of exciting new projects to be brought to the market over the coming months, including an online customer portal to view service records.

“The Scania brand will play a big part in the ongoing development of Keltruck, though we will seek to grow the non-Scania offering covering tail-lift servicing and parts; trailers, where we can do more; and recycling, where there is the possibility to add other products to the mix.”



The development of the new office block at Keltruck’s West Bromwich HQ underlines the company’s ongoing commitment to the market, says Jamieson.

“We want our staff to be proud and our customers confident in working with Keltruck. We are a big, stable supplier, which our customers rely on every day, but for all our size you’re still dealing with people who know and care about what they do.”



THE FOUNDING FATHER

Cast your minds back to 1983 and you’ll recall a time of similar economic difficulties to now: the country was struggling to emerge from recession, unemployment stood at around the 10% mark and then, as now, there was a scarcity of people willing to start new businesses. Chris Kelly (pictured), the founder of Keltruck, was one who was willing to take a risk and laid the foundations for the creation of a dealership with a reach that stretches across a vast swathe of the country from South Wales to Nottinghamshire.

The company started in 1983 and now has 19 points of sale and/or service points, all focused on delivering high-quality service to customers. Key turning points for the Keltruck empire were the merger of East Midland Commercials into the fold in 2005 and the acquisition of Silurian Scania in 2011.

Though Kelly retired from the business in 2009, his legacy remains in every aspect of the company, from the people it employs, through the eye for detail, to the constant evolution of the products and services.

Kelly’s philosophy is simple: “Employ really good and thoroughly decent people. We have incredibly sharp folk running the company. Anyone who starts a new business should aim to bring on really good people, treat them very well and respectfully, and let them get on with it.”

SUPPLIERS AND CUSTOMERS

Relationships with suppliers and customers are essential for a successful business to thrive. **ABS Burton** is a long-serving supplier to Keltruck, and MD Bob Culbert adds his thoughts to the Keltruck story. "Keltruck has achieved an admirable status in business, which combines an ethical approach to customers and suppliers alike," he says. "Keltruck's approach seeks a quick turnaround of vehicles and trailers, which puts a specific demand on us as a supplier, but by working with Keltruck's knowledgeable parts staff and service teams we have built a strong partnership. Not only is the company an asset to UK business as a supplier of trucks and service, but also a big contributor to the community,

helping with many charitable causes, in particular the Ellie Bishop trust. The staff, customers, suppliers and the communities they are involved with all feel part of the family."

Chris Hartwell is owner of **Spiers & Hartwell**, the Evesham-based truck operator. Spiers & Hartwell operates a 50-strong fleet of Scania vehicles and has been a

Keltruck customer since 1983. "We have enjoyed the service and Scania products Keltruck has provided since its inception in 1983," says Hartwell. "Our first Scania purchase was a 110 model registered DAB 566N, an intrepid vehicle journeying back and forth to the Middle East in the 70s, and reliability was of paramount importance. Scania has long been recognised for its low overall costs and reliability, but on the rare occasion we have encountered difficulties, Keltruck has dealt with them impeccably, understanding our needs and resulting in a mutually strong trading relationship over 30 years."

"Keltruck has dealt with (any problems we've encountered) impeccably, understanding our needs and resulting in a strong trading relationship"

CHARITY INVOLVEMENT

A measure of the community spirit at Keltruck is the amount of charity work the company has embarked on over its 30 years. Whether on a Bulgarian aid mission to support Feed the Children, supporting Children in Need or Help For Heroes, the Keltruck team has always given generously.

The Ellie Bishop Trust was founded in 2006 by Kelly to buy and convert a bungalow for Ellie Bishop who, at the age of 11, was diagnosed with meningitis and has since had both her legs, one of her arms and most of her remaining hand amputated. The Trust's work is ongoing.

More recently the Keltruck Nottingham branch has joined the Olivia Appeal in support of Olivia Francis, a young girl requiring stem cell treatment to regain her eyesight.

Meanwhile, Paul Green, warranty manager at Keltruck, is about to embark on a 220-mile cycle ride from Keltruck's Cross Hands branch in South Wales, via all the Keltruck branches, to Keltruck Worksop. The so-called "Tour de Branch" is in aid of the Wish Upon a Star charity – visit justgiving.com/Paul-Green12 if you wish to donate to the cause.



2013 KELTRUCK LOCATIONS

Keltruck West Bromwich:

- (Head Office)
- Kenrick Way, West Bromwich
- Birmingham, B71 4JW
- Tel: **0121 524 1800**

Keltruck Burton on Trent:

- 3rd Avenue, Centrum 100
- Burton on Trent, DE14 2WD
- Tel: **01283 510011**

Keltruck Caldicot:

- Unit 55, Symonds Cliffe Way
- Severn Bridge Industrial Estate
- Caldicot, NP26 5PT
- Tel: **01291 431715**

Keltruck Cardiff:

- Penarth Road, Cardiff; CF11 8UT
- Tel: **029 2022 4671**

Keltruck Cross Hands:

- Cross Hands Business Park
- Cross Hands, Llanelli, SA14 6RB
- Tel: **01269 844855**

Keltruck Cheltenham

- Golden Valley, Gloucester Road,
- Cheltenham, GL51 0TT
- Tel: **01242 252140**

Keltruck Coventry

- 7a-7b Paragon Way, Zone 4a
- Bayton Road Industrial Estate
- Exhall, Coventry, CV7 9QS
- Tel: **024 7664 4664**

Keltruck Droitwich:

- Unit 28c, North Bank
- Berry Hill Industrial Estate
- Droitwich, WR9 9AU
- Tel: **01905 777060**

Keltruck Groby:

- Midland Distribution Centre
- Markfield Road, Groby, LE6 0FS
- Tel: **01530 243133**

Keltruck Kingswinford:

- Oak Lane, Kingswinford
- West Midlands, DY6 7JS
- Tel: **01384 271652**

Keltruck Lutterworth:

- Bilton Way, Lutterworth
- LE17 4JA
- Tel: **01455 550740**

Keltruck Lutterworth:

- 2 Arkwright Hill Farm
- Cosby, Leicester, LE9 1RH
- Tel: **01455 208264**

Keltruck Newark:

- Brunel Drive
- Newark Industrial Estate
- Newark, NG24 2EG
- Tel: **01636 700203**

Keltruck Nottingham:

- Rennie Hogg Road
- Riverside Industrial Estate
- Nottingham, NG2 1RX
- Tel: **0115 986 5121**

Keltruck Ross on Wye:

- Goodrich, Ross on Wye
- HR9 6DF
- Tel: **01600 891257**

Keltruck Rugby:

- Unit 8, Glebe Farm Road
- Glebe Farm Industrial Estate,
- Rugby, CV21 1GQ
- Tel: **01788 571959**