



Testimonial

Boundary Garage



introduction

There are many factors to be taken into account when it comes to choosing your courtesy car supplier. Monthly rental costs, administrative back-up, ease of ordering and keeping delivery promises are just some areas for consideration and comparison. We spoke to one of our top customers and asked him to give a truthful appraisal of Circle Leasing, and why our courtesy car arrangements have proved the best solution for him.

the client

Boundary Garage is a successful independent accident repair centre operating on a 28,000 square foot site in Greater Manchester. Managing Director Ken Hammond oversees a workforce of 40 people, who serve the needs of motorists within a radius of approximately 25 miles. Supporting the operation is a fleet of 85 courtesy cars.



Background:

Prior to his dealings with Circle, Ken sought out the cheapest courtesy cars on the market and dealt with various brokers. He appreciated through early experience that the cheapest deals were not always the best. In particular Ken regularly faced prohibitively high end-of-contract charges. Boundary took delivery of Circle's first ever batch of courtesy cars in 2002, and so are well qualified to talk on every aspect of Circle's service.

The ordering process:

Ordering cars from Circle has always been simple. Right from the start there was a minimum of administration involved in setting up credit and ordering courtesy cars. The process today is just as fast and simple.

Delivery efficiency:

Just about all our cars arrive with us on the appointed delivery day. On the very few occasions there have been delays or problems, Circle have been very good about keeping us informed. What I value above anything else is their honesty in letting us know exactly what is happening. Also,

unlike many other vehicle providers, they don't expect us to pay for the use of a car until it arrives.

In-life administration:

Circle's administration is first class and really simple, whether that's tax discs arriving in good time or efficient processing of penalty charge notices (without any additional handling charge!). It would be fairer to let my accounts department comment on this; they say Circle's administrative efficiency makes their job much easier. Compare that with some of the brokers they have dealt with in the past, whose administrative efficiency they describe as "horrendous".

I have paid considerable attention to Circle's website...the free advice on successful defleeting is excellent

There are occasions (thankfully not very often) when customers driving courtesy cars are involved in collisions. We had a total loss situation involving a courtesy car supplied by a broker and the administration time we had to devote to sorting out the problem was truly horrendous. The same thing has happened with Circle. Resolving the situation took one brief telephone call to





conclusion

Excellent communication is central to Circle's success as far as I am concerned. They always return a telephone call, and contact me by email if they can't raise me on the phone. The staff are professional and friendly - a real pleasure to deal with.

The cars always come with generous specifications and our customers always seem to enjoy using them. We always badge up our cars and we get regular positive feedback from customers and industry colleagues who have seen our cars out on the road. They're clearly a good marketing tool for our business.

I appreciate the efforts Circle make to have a presence in the industry and to get to know more about what our needs are. They understand the bodyshop industry better than any other provider, because they have shown themselves to be in the industry rather than peripheral to it. I am entirely happy with the excellent service they provide.

Circle, who handled everything - right through to getting a replacement car here on site in the shortest possible time.

End-of-life issues:

The seven-day grace period offered by Circle is unique and has certainly helped me a great deal in ensuring every courtesy car is in the appropriate condition when it is collected at the end of contract. We have always believed Circle's guidelines on fair wear and tear to be reasonable, so we ensure every car goes back in line with those guidelines. It's a straightforward enough policy and it means we have never had to pay anything to cover damage or missing parts.

The pooled mileage arrangement is excellent, and is a key factor in ensuring I have never received a charge from Circle for excess mileage.

I have paid considerable attention to Circle's website. The free advice on successful defleeting is excellent; I have adopted many of Circle's tips on

fleet management and preparing vehicles for return.

Costs:

At first glance Circle are not the cheapest operator in the market, but in my considerable experience, the organisations offering the lowest monthly rentals will often try to make extra money by charging for all kinds of hidden extras at the end of the contract. These can make a seemingly attractive deal very expensive in reality.

As an example, my colleagues and I wasted many hours in attempts to dispute unreasonable end-of-contract charges relating to a particular batch of cars from another supplier. The charges were made on every vehicle, and worked out on average at £150 - in other words a hidden £12.50 to factor into the quoted monthly rate. If we included our management time spent arguing with the supplier, then this batch of supposedly cheap cars definitely became the most expensive we have ever ordered. It's not surprising that we now source all our cars from Circle, thus ensuring we avoid unpleasant surprises like this.

They understand the bodyshop industry better than any broker...they have shown to be in the industry rather than peripheral to it

**"What I value above anything else
is their honesty in letting us know
exactly what is happening"**



Circle Leasing Ltd

Europa House, Barcroft Street
Bury, Lancashire BL9 5BT

Telephone: 0870 757 0226

Fax: 0870 751 9871

mail@circleleasing.co.uk

www.circleleasing.co.uk