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## Client focus

# Maximum visibility



Electrical systems importing and distribution company Eurotec is using its most visible asset — its fleet — to promote its brand.

Every day, as we go about our business, we are bombarded with literally thousands of messages. Some are upfront — billboards and bus-shelter advertisements, for example — and others more subtle. But one place where we are constantly being exposed to companies' names, brands and products is on the road, where increasing numbers of vehicles are being signwritten or wrapped as movable, highly visible promotional tools (see story page 7).

Eurotec, which imports and distributes a wide range of controls, instrumentation, gas detection, humidification and ice-making equipment for the HVAC, refrigeration, industrial process, electrical and food industries, might not be as recognisable a brand as Apple or Coca-Cola, for example. But Managing Director Victor Yukich believes brand visibility, through signage on the fleet of 22 vehicles it leases through LeasePlan, is a vital part of its business operation.

The company's vehicles have always been signwritten as a branding tool, bearing the company's 'People. Technology. Solutions.' slogan, but Eurotec is now utilising vinyl wraps to add extra graphic impact on some of its vehicles.

"We wanted to create a bit of a splash, so we got a wrap made up."





(From left) Ashar Ali Khan and Victor Yukich of Eurotec with LeasePlan Client Development Manager Macala Campbell, and one of the vehicles sporting a new vinyl wrap promoting the Trust home automation products brand, with its SMRTHM (smart home) personalised plate.

For example, it has recently taken on a new range of home-automation products, to be sold through both electrical wholesalers and retail outlets such as Bunnings. 'We wanted to create a bit of a splash, so we got a wrap made up featuring some of the automation products on our electrical team fleet,' says Yukich.

Likewise, the company's sole utility vehicle has been wrapped with Dairy Cooling Solutions branding, featuring images of some of the new ice banks and tanks Eurotec is now selling to dairy farmers throughout the country.

'It makes it very noticeable, but that's the idea,' says Yukich. 'When our representative is out driving to farms and visiting a number of properties in the same area, a lot of people see it and talk about it to their neighbours.'

Another marketing and brand-recognition tool which the company has used for many years are the personalised plates the fleet carries. From SENSRS and CNTRLS to TESTO and BELIMO, the plates feature both the company's core business and the brands it represents.

'Some of them are generic, representing the types of products we sell, and the balance of them are around the brands we distribute. We try to allocate them to people who are driving the vehicle who are working in that area of the business and who represent that brand,' says Yukich. 'For example, the person driving the BELIMO car works in that business unit, so whenever he pulls up anywhere people have no doubt about what he's going to be talking to them about.'

New plates are added when a new brand comes aboard, replacing older brands or ones which have been replaced. However, Yukich notes, 'We'd have to have a fleet of forty or fifty cars if we had one for every brand.'

The Eurotec fleet is predominantly Mazda — the CX3, X5 and 3 models, plus the BT-50 ute — plus Yukich's own Volvo C90 sedan. Yukich says Mazda has long been a preferred brand for Eurotec, with smaller hatchbacks now meeting their needs.

'The Mazda 3 has been a good fit and they are very reliable. We wanted to get vehicles with good emissions ratings and Mazda has worked hard on that aspect,' says Yukich.

The Mazda 3s are used around town by the firm's sales engineers based in Auckland, Wellington and Christchurch, while the BT-50 was brought into the fleet for servicing rural customers.

Eurotec has been a LeasePlan client since 2002, and Yukich says one of the key elements of the relationship is transparency. Eurotec utilises LeasePlan's open-calculation Partner Plan model, which provides a clear and transparent leasing solution that also provides financial benefits for the company.

'It means we can see all the costs and have the chance to take care of the fleet better than the budgets, which is always a positive. With other companies you have a fixed monthly figure and that's it, there's no chance to improve your performance,' says Yukich.

'What I say to staff [who are getting a work vehicle] is we really want you to be treating the vehicle as if you owned it yourself. If you take care of the vehicle so that it is worth more than the agreed resale value, we get a benefit, and if running costs are lower than budgeted we get a benefit as well. It gives us an incentive to take care of the vehicle.'

**'It makes it very noticeable, but that's the idea.'**

'Also, we want our vehicles to look good — they've got our signwriting on them, so that's an incentive to keep them looking good and running well.'

Eurotec also utilises LeasePlan's driver app, which provides one easy point of contact and all the information drivers need on their phones ready to use, and LeasePlan's FBT tool, which collates data and makes it easier for drivers to record exempt days.

'We used to have a manual system and all drivers had to fill out a piece of paper every month,' says Yukich. 'With twenty-two vehicles times one piece of paper each month times three months, that was a lot of paper to deal with. Now it's all over [for drivers] in about a minute, and it all gets updated and reports come out for the finance people. That's been great.'