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EXPANDING OGILVIE FLEET LAUNCHES SALARY SACRIFICE CAR SOLUTION AND APPOINTS INDUSTRY EXPERT TO LEAD SALES DRIVE

Ogilvie Fleet is to enter the burgeoning UK car salary sacrifice market following the recruitment of an experienced industry professional.

The fast-growing independent privately-owned contract hire and leasing company has appointed Richard Jessop as head of salary sacrifice.

It is the latest in a series of 2015 initiatives by Ogilvie Fleet to expand its share of the UK company car and van market and follows the recent announcement of a major new £100 million funding facility with HSBC.

Ogilvie Fleet, which has almost 12,000 company cars and vans on its books and plans to almost double the fleet by 2020, says interest from existing customers for car salary sacrifice has increased in recent months.

Historically, Ogilvie Fleet's heartland has been the sub-100 fleet sector but the company recently appointed David Raponi to lead its growth into the larger fleet sector. The business believes that salary sacrifice car schemes can prove attractive to large and smaller employers.

Ogilvie Fleet sales and marketing director Nick Hardy said: "Growing interest from our customers for a salary sacrifice car solution has increased recently so we have developed a product and tailored our market-leading IT systems to enable us to meet client demands.

"As Ogilvie Fleet increases its customer base, we believe salary sacrifice schemes will be in demand as the financial benefits remain attractive to both employers and employees thus making the solution a key part of our expansion plans."

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He continued: "Many leasing companies already have a salary sacrifice offering, but it is effectively a "bolt on" to the menu of funding solutions they already offer.

"In keeping with our reputation for customer service excellence and sophisticated IT systems, we now have a bespoke salary sacrifice car product available that we believe is at the cutting-edge of what is available."

Ogilvie Fleet, which is headquartered in Stirling and has offices in Belfast, Birmingham and Sheffield, will specifically target employers with less than 1,000 employees with its salary sacrifice car solution, a sector of the UK employment benefits market which it believes remains largely untapped by the major providers.

Mr Hardy said: "We want to be the market leader in that sector. Too frequently we hear that a salary sacrifice car scheme is most suited to the very large employers, but that is not true. We believe salary sacrifice is a flexible benefit that can prove attractive to smaller and medium-sized employers."

Furthermore, many contract hire and leasing companies offering car salary sacrifice solutions are targeting the public sector, but Ogilvie Fleet's focus will be on the private sector where it has its stronghold as well as the likes of local authorities and NHS Trusts where it also has customers.

Mr Jessop (33) will lead Ogilvie Fleet's drive into the sector having joined from Zenith, a member of the Zenith Leasedrive Group.

Mr Jessop joined the then Zenith Vehicle Contracts a decade ago after leaving university. Joining as an administrator within the account management team at the vehicle leasing and fleet management company he rose through the ranks to spend the final two years as salary sacrifice team manager heading up a 14-strong team.

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Having seen Zenith expand through a number acquisitions to become a top 10 UK leasing company, Mr Jessop said: "My favourite time at Zenith was working in the business when it was bespoke and niche and we could tailor a package for any customer.

"I view Ogilvie Fleet as being of a size where it can bespoke products to meet individual client requirements alongside the fantastic award-winning customer service, which the company is well-known for."

Mr Jessop is launching the car salary sacrifice programme and as demand grows will assemble a team dedicated to work with clients introducing schemes.

He said: "The continuing stream from vehicle manufacturers of low-emission cars twinned with 'attractive' corporate and personal tax rates on those vehicles when compared with salary tax rates makes sacrificing earnings for a car financially beneficial for organisations and staff. We believe demand for salary sacrifice programmes will continue to accelerate."

Editor's notes

Ogilvie Fleet, which is headquartered in Stirling with offices in Birmingham Sheffield and Northern Ireland, provide contract hire, leasing and fleet management solutions for UK and European companies operating vehicle fleets ranging from five to 2,000+ units.

The fleet today totals well over 11,000 vehicles, making the company one of the largest independent contract hire and leasing specialists in the fleet sector.

Ogilvie Fleet's reputation is built on an ability to deliver bespoke solutions and a consistently high quality of service, linked with competitive pricing and a 'real world' ability to work in partnership with clients. In essence, the organisation delivers the perfect combination of small company service ethos and large company buying power.

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That philosophy has won Ogilvie Fleet a string of industry awards in recent years. They include: winning the Experteye Fleeteye CSI (customer satisfaction index) Award in 2010, 2011, 2012 and 2013 and Customer Innovation Award 2014; winning the 2012 Best Customer Service Award at the annual *Fleet News* Awards; the Leasing and Contract Hire category of the 2013 and 2014 *BusinessCar* Fleet Technology Awards; beating 49 other contract hire and leasing companies to win the 'FN50' Customer Service Award from *Fleet News* in 2012 and the *FN50* Customer Service Team Award in 2013; and being named Fleet Service Company of the Year in the inaugural *Business Eye* Northern Ireland Fleet Industry Awards 2014.

For further information contact:

Nick Hardy, sales and marketing director, on 0845 217 9871 or email nick.hardy@ogilvie.co.uk

Ogilvie Fleet Ltd

Sir Wilfrid Newton House

Newton Chambers Road

Thornccliffe Park

Chapelton

Sheffield, S35 2PH

www.ogilvie-fleet.co.uk