



Pimp my ride

Motor factors should benefit from investing in new vans and ‘pimping’ their ride, according to Richard Bunn, Director of White Hot Vans.

During a career that includes spells at Ford, LeasePlan and FinanceACar, Richard Bunn found his niche market in advising and selling vans to small businesses and traders. Based in Hertfordshire, he founded White Hot Vans in 2010, which sells and leases brand new commercial vehicles to tradespeople and supplies vans at fleet discounts.

Now, Richard is encouraging motor factors to invest in new vans with all the mod cons to improve reliability, running costs, safety, efficiency and marketing. He said that due to the modernisation of what was the ‘old white van man’s’ vehicles, with benefits, such as hands-free, Bluetooth, remote control sat-nav, cleaner engines and wrapping, owners and branch managers can own a safe, clean and efficient van for their drivers, which can

also be used as a marketing tool at the same time.

“The EU is really driving through cleaner emissions, and older vans will often fall foul of the London rules, being charged £100-a-go to drive into the city. Economically, this doesn’t add up for factors regularly working in the capital, so investing in a new van, which automatically has the cleanest engines, makes good sense,” said Richard.

He added that businesses not investing in new vans are likely to suffer heavily; in fact, there have been certain cases he has unearthed where organisations have been unable to sell their old van because of the emissions, or have not been able to utilise the full potential of their van because they cannot afford to run the vehicle in London.

The solution

White Hot Vans are offering a ‘pimping’ service, which means vans can go through a fully-financed package, including all the benefits associated with modern vans. For example, Bluetooth is hands-free, which creates a safer environment for the driver, as well as the surrounding motorists. Additionally, remote control sat-nav ensures drivers reach their destination easier and, therefore, quicker – this may give them the edge against a competitor.

Richard added that their wrapping service means distributors get their business and service noticed in the best possible way: “It is estimated that, approximately, 3,000 people-a-day see a signwritten van, so that is a potentially huge market if you’re advertising on the outside of a vehicle.”

WALKING THE TALK



If the motor factor is toying with the idea, but is concerned with how much this 'pimping' service is likely to cost, Richard insisted that another advantage of the package was that, owing to solid relationships within the industry, White Hot Vans only work with businesses at the best trade prices; thus, making acquiring a new van and the subsequent pimping service much more affordable than customers actually think.

On average, the cost is around £750 and that is on top of any finance deposit or VAT required. White Hot Vans will add the cost of any 'pimping' extras to the cost of the vehicle and finance it all along with the vehicle. They will settle the trade debtors directly and leave the driver with just one monthly payment and all the accessories provided are at trade prices, so it is more cost effective all round.

Want to know more?
To request more information about White Hot Vans and the service they provide, circle readerlink 041

Head Gasket and Coolant Leak Repair

Just one little bottle of K-Seal's powerful concentrated formula can permanently seal **big leaks** in head gaskets, blocks and radiators in engines up to 5 litres*



From a cracked head on a bike to a porous block on a V8...

* K-Seal 236ml bottle suitable for cooling systems up to a whopping 20 litres capacity.



"K-Seal has no equal. Its reputation continues to flourish amongst both public and trade alike."
(Independent market research 2013)



Don't just seal it, K-Seal it!™ T 0800 783 3717
www.kseal.com

Readerlink enquiry 013