



## Number one in Europe



Everyone at Dennis Eagle has entered 2007 in confident mood, buoyed by the news that we have joined forces with Ros Roca S.A – a family-owned business and Spain’s market leader in municipal manufacturing and environmental engineering.

In what is one of the most significant developments to impact on the global waste equipment sector, two domestic market leaders in their own right have come together to become the number one player in Europe in relation to RCV production volumes, with the capacity to provide a full range of environmental equipment throughout the group. Standing as a true global leader, the new business will generate a turnover in excess of 400m Euros.

Comments our Chief Executive, Mike Molesworth: “Bringing Ros Roca and Dennis Eagle together will not only deliver ‘substantial benefits’ to both organisations, it will enable us to fulfil our long-term strategy by delivering more and more to our ever-expanding

customer base. It has long been our stated intention to develop Dennis Eagle into a truly leading international concern and this latest development will help accelerate this process. What’s more, the Ros Roca and Dennis Eagle businesses are complementary. Not only are we both domestic market leaders, we are profitable and two of the most successful companies within the waste equipment sector in Europe.”

And as an enthusiastic Mike continues; “Everyone involved at Dennis Eagle, including the management team that has now been together for six years, is looking forward to taking the business to its next level of development internationally. Everyone involved with the company is obviously extremely

excited about the ongoing future prospects of our business, particularly now that we are part of global group leader in waste equipment for collection, transport, processing and treatment. We hope you share this view.”

As well as sharing in the benefits that come from both companies having complementary products but minimal geographic market overlap, joint development programmes will enable Dennis Eagle and Ros Roca to deliver ever increasing levels of service to an international customer base from a one-stop-shop.

For further details relating to this exciting development, please turn to page 2.

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# How it affects you?

Operationally, the announcement that brings together Ros Roca and ourselves will have minimal impact on how we deal with you, our customers. Indeed there will be no change in relation to your main points of contact within our organisation. We do, however, appreciate that you may have a number of questions relating to our decision to join forces with Ros Roca, and to this end a member of either our sales or aftermarket team will be contacting you shortly to discuss any points you may wish to raise.

## **ROS ROCA S.A**

Founded in 1953, Ros Roca S.A specialises in waste collection and waste processing systems. Today, the company stands as the European leader in municipal manufacturing and environmental engineering.

With headquarters located in Tarrega, Ros Roca is structured into a number of specialised divisions involved in solid waste collection and street cleaning. In addition to production facilities in Spain, Ros Roca has operations in France,

Germany and Portugal, and works with a worldwide network of distributors.

Within the Ros Roca Group, the family owns or partially owns additional organisations within Europe, such as Eurovoirie in France, Schorling of Germany and Retisul in Portugal, all of whom are key industry players in their own right and which remain under the direction of their respective management teams.

Besides Ros Roca's main core business areas of waste collection systems such as refuse collectors, street-cleaning

machines, vacuum systems and pneumatic waste collection systems, water-processing systems are gaining in importance.

Certified to ISO 9001:2000 and ISO4000, Ros Roca is a true world leader within the environmental sector. With some 1,100 employees, the company exports environmental technologies to more than 70 countries, its aim being to raise the quality of people's lives through absolute respect for the environment.

# 2006 - Another Vintage Year



It's that time of year again. You know, the one where our thoughts focus on what the year ahead will hold. But before doing so, I would like to start by touching on some

of the many highlights that we as a company achieved in 2006 year. And what better way to start than to inform you that it was, indeed, another special year for Dennis Eagle. For not only were we successful in pushing both chassis and body sales to new heights, our profitability was equally as healthy. And whilst such positives are obviously pleasing in their own right, it is important to bear in mind that they were achieved against a backdrop of spiralling upward costs, particularly in relation to steel and energy prices.

So what were the main highlights of 2006? Well, not only did we successfully

introduced Volvo Euro 4 engine technology, the same also applied to the Elite 2 chassis cab that now has an enhanced look internally. At the same time, we once again concentrated on strengthening our aftersales support package by extending our UK service network. And internationally, not only did we see our position strengthen in a number of European markets, we also signed licensing agreements that resulted in our products being introduced to China and India, and secured an order for two chassis from a customer in far away New Zealand! Indeed all of the milestones were only made possible thanks to how tirelessly and relentlessly everyone within our organisation worked to deliver them so effectively.

But such success comes not only as a result of our own efforts. Without the support and commitment of our customers and suppliers, we would not find ourselves in the enviable

position of market leader here in the UK. It would be amiss of me, therefore, not to express my sincere gratitude to all of our customers, suppliers and employees for their continued and loyal support.

As for the future, then as you are about to discover, we are very much looking forward to taking Dennis Eagle to its next stage of development strategically and internationally with our new partners in Europe, Ros Roca. We also aim to continue to strengthen every facet of the business: design, engineering manufacturing, aftermarket and service.

On that note, I hope that you once again find the pages of Eagle Eye interesting and informative, and would like to wish all of you a prosperous and happy New Year.

**Norman Thoday**  
Managing Director –  
Commercial Operations

## In Memoriam

For the entire team at Dennis Eagle, 2006 was tinged with great sadness following the tragic and the untimely loss of 39-year old, Simon Rose earlier in the year. A highly-valued and extremely well respected member of our team of mobile Fleet Engineers, Simon was involved in an accident whilst working that unfortunately proved fatal.

We would all like to take this opportunity, therefore, to once again extend our heartfelt condolences and deepest sympathies to Simon's widow, Zoe and his children, Michael and Oliver during what is obviously an extremely difficult time of year. Simon was a highly qualified and experienced engineer who had been employed by Dennis Eagle for 4 years. He was held in high regards by his colleagues and, indeed, all those who knew him. He is sadly missed by everyone.

Losing an employee whilst they go about their normal daily routine is the most tragic event that can befall any organisation. As such, it is our duty to ensure that the probability of any similar incident occurring in the future is minimised as far as it is feasibly possible to do so. It is important to stress that we take the health and safety of our employees extremely seriously and we have a proven track record within this field. Similarly, we give equal attention to the safety of each and everyone of our vehicles and the associated equipment that is deployed on them during their day-to-day operation.

## EURO 4 – The story so far!

**‘Very good pull away when loaded’; ‘an incredibly quiet engine’; ‘exceptional power take-off’; and ‘a powerful and extremely impressive engine.’** Just some of the comments that we have noted from our customers following the introduction of our Volvo Euro 4 engine range. What’s more, such is the power of the new engine offering that one industry source has even said that their drivers now have an RCV that can beat a number of cars off the mark: an impressive claim indeed!

In order to substantiate such comments, we only have to go back to two very successful days during late May of last year, when we presented many of you with the opportunity to experience the pleasures of driving our RCVs equipped with what is without doubt the latest engine technology. The venue was the Bruntingthorpe vehicle proving ground. Indeed, it was here that not only did the Euro 4 engines get a resounding thumbs-up, so too did the pre-production modifications that have since been introduced internally within the Elite 2 cab.

And not only did the Dennis Eagle Elite 2 Volvo Euro 4 immediately prove a hit with our customers, it received equally favourable comments from one of the Commercial Vehicle industry’s most experienced and knowledgeable journalists, Will Shiers of Motor Transport, who used the opportunity to compile his own test report.



*Proving a point. Two Euro 4 powered RCVs being put through their paces by customers at Bruntingthorpe.*

What’s more, during a recent vehicle demonstration analysis that was carried out by leading independent municipal services contractor, Verdant on the Elite 6 X 4 chassis equipped with the P2 20 body, their test driver went on record to report: “The main improvement was the Euro 4 Volvo engine that gave very good pull away when loaded. Three different engine sizes are available but the larger engine is the best one to buy for this size of vehicle and the work that it does, and would prove more economical over the lifespan of the vehicle.”

As a result of this appraisal, which also covered all aspects of drivetrain, body and cab performance, Verdant has recently specified a variety of our RCVs for a number of local authority refuse and recycling contracts that the company has recently won with the councils of Swale, Rother and South

Bedfordshire. (see page 12 of Eagle eye for further information).

Additionally, it is not only within our domestic market that Euro 4 has had an impact: quite the contrary. You see not only has demand within Europe so far exceeded our expectations, the Volvo Euro 4 technology is already proving to be a major influencing factor on our ability to penetrate new export markets. As they say, watch this space!

## NEXT STEP EURO 5

Yes, it’s true. Our engineering department is already well ahead of schedule in relation to the introduction of Euro 5 and remain in close co-operation with Volvo Penta in joint development work as we speak. And whilst it may appear a little bizarre to start talking about a technology that is not scheduled to become mandatory until October 2009, given the fact that we have been reliably informed that the technology is largely in place, stand by for Dennis Eagle once again leading the field when it comes to engineering innovation.



*Euro 4 standing by and ready for take-off!*

## Three Cheers for Blackpool

Our Blackpool cab manufacturing facility stole the limelight recently, big style. And what better way of letting share in their story other than to say it was very much a case of hip hip hurray! You see Blackpool not only found itself with not just one good reason to celebrate, but three. And it all centred on some very important milestones being reached in relation to cab output production figures.

For not only did Blackpool see the 8,000th Elite 2 refuse collection vehicle cab roll off the production line, so too did the 1,000th Alexander Dennis fire tender cab, and the 50th cab that they manufacture for MAN Nutzfahrzeuge of Germany.

Commenting at the time, a delighted Bob Young, Operations Manager said: "When we first realised that each production milestone relating to the three different cabs that we produce here in Blackpool were actually going to coincide, we simply couldn't believe it.



*Hip, hip hurray! Members of the Blackpool team come out in force to celebrate what is affectionately referred to as their 'triple cab landmark!'*

There aren't many occasions in a person's working life, if any, when you get the chance to celebrate three times at once, so we intend to enjoy our success to the full.

"Blackpool is home to what amounts to a world class specialist vehicle cab manufacturing facility, and the success of the products that we are responsible for producing bear testimony to this fact. We have an outstanding team of highly experienced and skilled individuals here

in Blackpool, and we are all extremely proud of our latest achievement," he added.

With a current workforce of 92, Dennis Eagle Blackpool is the birthplace of the Elite 2 cab that was introduced in June 2003 as a replacement for the original Elite model first developed some twelve years earlier in 1992. Since the introduction of Elite 2, production output has increased from some 700 units a year to 900.

## Look at me now!

Yes, you've guessed it! We've tracked down the 8,000 Elite 2 cab, which is pictured opposite in the livery of Dundee City Council. Forming part of an order for five additional RCVs that the Council has recently taken delivery of, the Elite 2 cab with driver plus five seating configuration is seen here equipped with the P2 23 bodywork. Within the last three to four years, Dundee City Council has taken delivery of some 13 of our RCVs, all of which are used either to collect recyclates or domestic waste as part of a citywide scheme that is now some 70% wheeled bin in its operation.

We caught up with Convener Cllr Sturrock and the engineering staff at Dundee City Council who reliably inform us that the latest RCV newcomers have taken the total fleet size at Dundee to 36. What's more, Dundee City Council is no newcomer to operating our RCVs. As Cllr Sturrock comments: "We began to modernise our refuse collection fleet and maintenance infrastructure back in 1999. Dennis Eagle chassis and bodies have figured extensively in the vehicle

replacement programme and have proved to be very effective in helping us deliver an increasingly efficient recycling and refuse collection service across the city. At present, we operate a fleet of some 36 RCVs that service around 70,000 properties per week."

She adds: "Our engineering staff carry out ongoing cost benefit analysis for a range of vehicles. Whole life costs also includes performance and we find a single chassis/body supplier to be an

advantage in this area. With Dennis Eagle we can specify both the body and chassis as a complete solution from the one supplier."

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# Supporting a unique kitchen waste collection scheme

A pioneering waste and recycling initiative that Essex-based Uttlesford District Council is in the process of implementing is being rolled out using a new fleet of 16 Dennis Eagle RCVs.

To support the scheme that for the first time sees kitchen waste taken out of the domestic waste stream, the Council has specified eight 9 cu metre Phoenix 2 9 general compaction bodies equipped with the narrow track 2.2m Elite 4 x 2 chassis. An equal number of Phoenix 2 23 bodies on the standard Elite 6 x 4 chassis have also joined the Uttlesford RCV frontline fleet.

Comments Ron Pridham, Head of Service at Uttlesford District Council: "A detailed survey of household waste generated in Essex that was carried out by consultants, MEL, revealed that some 45% fell into the kitchen waste category. As a result, the decision was taken to remove this from the general waste stream. We believe this will have important recycling implications as we predict it will significantly reduce the amount of waste that goes to landfill."

Indeed whilst the initiative is still in its infancy, figures are already beginning to support such an argument. "In the first three weeks of operation, the tonnage of kitchen waste collected increased week on week and means we are on target to meet our modelled predications. What's more, if the trend continues in line with our expectations, the new recycling initiative could result in us reducing the amount of waste going to landfill by as much as a quarter. If we are successful in achieving this, the importance from a recycling standpoint is there for all to see," adds an enthusiastic Ron.

Specified with Terberg Omni-Del bin lifts, the eight strong fleet of Phoenix 2 9 RCVs are supporting the Council's six rounds where kitchen waste is collected in 140 litre wheeled bins. Each vehicle has been designed with a special sump to collect moisture emanating from the waste collection process.

The larger capacity P2 23s equipped with the Elite 6 x 4 chassis form the backbone of an alternate weekly waste collection of general domestic waste and co-mingled dry recyclables in the form of paper, cans and plastics. Also equipped with Terberg Omni-Del bin lifts, both the P2 23s and smaller P2 9s have been specified with the Elite 2 driver plus three cab.

Comments, Norman Thoday: "This is a perfect example of the traditional general compaction body being used to support what is a forward thinking waste and recycling initiative. We are confident that both vehicle specifications will prove instrumental in helping Uttlesford District Council achieve its overall aim of increasing its recycling targets without increasing the amount of overall waste it collects."



# When maintaining means more.....and in more ways than one!

Intrigued by the headline? Well as you're about to discover, and like an increasing number of our customers, it hopefully won't be just a few words that you find intriguing. Time to read on!

As you will have gleaned by now, 2006 proved to be another record year for us, with chassis and body sales reaching new heights. Well it's pleasing to report that the same also applies to our all-important service operation, and particularly the increasing role that contract maintenance is playing in the whole scheme of things.

For just as our customers respect the pedigree of our RCVs from an engineering standpoint, more and more of you are asking us to complete the circle by calling on our expertise when it comes to all aspects of contract maintenance. Because let's not forget, if we the manufacturer aren't best equipped to keep RCV fleets in tip top shape, then who is?

It is here that we bring in the thoughts of Phil Worthington, General Service Manager North and Mick Hill, General Service Manager South: "Contract maintenance is without doubt an increasingly important part of the service operation and indeed the business in general. Today, for example, we are responsible for looking after a vehicle parc in excess of 550 vehicles, and which amounts to 30% of our service business. These figures have increased year on year for quite some time now, and in view of the fact that we have many new contracts currently in the pipeline, we are confident the trend will remain an upward one."

So not only is it obviously more in terms of the number of vehicle that we maintain, does the same apply in terms of how we maintain them? As they both explain: "The level of contract maintenance service provision that we can offer our customers stops only at



meeting their every need. For both public and private sector operators, we have the capacity to provide a broad spectrum of standard and bespoke contract maintenance packages that are not only geared at minimising vehicle downtime but which are cost beneficial to the customer.

"From full service schedule agreements across a whole vehicle or fleet life, through to offering a pay as you go service, our customers can remain confident in the fact that they will receive the best in terms of expertise and resources. Each and everyone of our mobile contract engineers is VOSA trained and supported by the latest, fully equipped mobile workshops," they added

"What's more, not only can we accommodate full service and maintenance provision within our own service centres, we have the ability to establish, service, equip and man workshops for a customer, should they so wish." As Phil injects: "A perfect example of this is the contract maintenance agreement we manage for Veolia in Blackpool, and which is proving to be very successful. Here we have

*Equipped for the job. Each member of our team of VOSA trained Mobile Contract Engineers has access to the latest in terms of mobile workshop technology.*

established a two-bay workshop adjacent to the customer's premises that is used to maintain a fleet of 24 RCVs operated by Veolia for Blackpool Borough Council. Permanently manned by our own personnel, it features the latest in servicing equipment technology, such as full rolling road, brake, headlight alignment and exhaust emission test equipment. It also houses independent vehicle lifts, air line compressors and automated oil pumps."

Concluding they said: "It doesn't matter if it's one vehicle or 100 plus as is the case with the RCV fleet we service and maintain for our customer, Manvik, we aim to manage each contract to the best of our ability by delivering an outstanding support package."

Sufficiently intrigued to explore and find out more about how contract maintenance can benefit your operation from the only true RCV total solutions provider?

Contact our contract maintenance team today on: 01926 458500

# Letting customers play their part

Ask any organisation if they listen to its customers and most, if not all, will answer with a resounding, but of course! However from our own personal experiences, many of us would, I'm sure, argue that in reality this is not always the case as a large percentage of organisations fall into the trap of 'we know best anyway!' And what about those who do listen but then fail to take any action, are they guilty of committing an even bigger sin? The answer is obviously an emphatic yes!

So where do we fit into the equation? Well, if one thing is for sure, the man charged with taking over the responsibility for our Aftermarket Parts operation close to two years ago has certainly carried out his word to the letter. For when Robin Merriman joined us to head up our Parts Department as Commercial Manager he went on record saying that 'he would aim to work closely with all our customers irrespective of their size, the aim being to further improve the quality and efficiency of our parts operation.'

Indeed as Robin now recounts, one of his first objectives was to 'not only sit down and listen to the views of the customer but, most importantly, take action.' So who better to put us in the picture than Robin himself!

During the customer visits that I made in my first few months at Warwick, it became apparent that we have a very

loyal band of customers, but there were times when they felt that we were letting ourselves down, so the logical step was to begin listening to their views and start taking action. A main driver behind this was a number of key points that consistently came up during conversation and these are the ones on which we have since focused our attention. Namely, these were:

- Improve the level of parts identification. This has been achieved through additional training of the sales team, and we have also made a big drive to increase the number of customers using the EPC (Electronic Parts Catalogue), a fantastic tool for parts identification on site by the customer.
- Improve deliveries and reduce the level of damaged parts. Again we have improved the quality of our deliveries by agreeing new KPI's and procedures with TNT and Christian Salveson and introduced new packaging specifications to reduce instances of damage. Whilst it is fair to say that we still encounter blips from time to time, we have made significant progress and I regularly receive communications from our customers commenting on the improvements that we have made. I regularly review the valuable feedback that we receive from customers and know that we can still do more in this area to raise the bar even higher.

- Pricing. A number of customers voiced their concern about our pricing on competitive parts and I have therefore worked closely with MSCS (Multipart Supply Chain Solutions), our third party procurement and logistics provider on a number of purchasing initiatives to provide keener prices to our customer. This has resulted in significantly improved prices in areas such as filtration, braking, suspension and lighting.

As a result of the changes implemented, the progress that we have made within what remains a key area of the business has been particularly pleasing. And just as our OE Division rightly prides itself on the quality of our finished OE product, the same applies to everyone involved with our parts operation.

We now have a very committed and experienced sales and technical support team who provide our customers with a 'one stop shop' for aftermarket parts. Today, for example, we maintain an inventory of over 22,000 parts to support Dennis Eagle vehicles up to ten years old. What's more, we are dispatching over 2,000 individual line items a week with a first and second pick availability now consistently in excess of 95%; a fantastic achievement in this line of business.

**Robin Merriman.**  
Commercial Manager.

## New home fits the part!

How's this for an Eagle Eye view of the new distribution centre and office facility that Multipart Supply Chain Solutions, our aftermarket parts partners, are in the process of making their new home?

Situated in the development zone of Buckshaw Village, approximately two miles north of Chorley in Lancashire, the new purpose-built Multipart site lies within close proximity of the M61 and M6 motorways, and is therefore ideally located to service the whole

of the UK and Europe.

Scheduled to become fully operational in March, it is a facility that will utilise over 86,000 parts storage locations within a 40 ft high, 268,000 sq ft distribution centre. It is a move that will see Multipart vacate its current premises in Chorley town centre, which the company has occupied for nearly 100 years.

On that note, we wish them well with the move to their new home and look forward to sharing in the benefits that it



will ultimately bring to each and every one of our aftermarket customers.



## WCR RCV is a racing cert!

Remember the unforgettable F1 'John Player Special' colours of black and gold? To those who remember the 70s decade with fondness, they remain indelibly etched in the memory banks. Well as you will undoubtedly see from shot above, leading municipal vehicle hire and sales specialists, WCR, set about introducing something of a revival.

Making its debut at the Bruntingthorpe vehicle proving ground in Leicestershire,, the 'JPS' liveried RCV - commissioned by

Evesham-based WCR – certainly proved to be a star of the show. And like the two vintage Team Lotus Formula 1 cars that accompanied it, it certainly had a pedigree engine under its bonnet - the new Volvo Penta D7E 7 litre, in-line six 290/213 hp/kW diesel engine.

Commenting on their decision to revive such a world famous look, WCR Sales Director, Matthew Gibbon said: "We're always seeking out new and innovative

ideas with which to further promote the capabilities of WCR, and what better way of doing so than making our RCVs stand out from the crowd? To this day, the JPS colours remain synonymous with Formula 1 and, as the Dennis Eagle Road Show proved, they are still very much a head turner.

"We are delighted with the end result, as in our opinion we see no reason why the humble RCV shouldn't promote its kerb appeal whilst out at work on our roads," he added.



*The 'JPS' WCR RCV showing off its racing pedigree.*

## Biffa order Biggest in 2006

Having secured the new Environmental Streetscene Services Contract for Wirral Council, Biffa Waste Services furnished us with our biggest order last year; one that we completed just prior to the year end.

And in order to satisfy the new contract, which encompasses all refuse collection, street cleansing and recycling services for Wirral residents that came into force in August 2006, Biffa took delivery of a total of 36 of our RCVs. The order encompassed a vehicle intake of 29 Euro 4 powered chassis and 36 general compaction bodies.

In addition to supplying a combination of P2 17N bodies on the Elite 6 X 2 mid lift chassis and P2 23s on the Elite 6 X 4 chassis, we also supplied seven of our larger P2 25 bodies that were specified on Euro 3 8 X 4 Econics. All of our bodies were supplied with a combination of Terberg split and Beta trade bin lifts. The Council contract will run for the next 14 years with an option to extend for a further seven years.

Commenting at the time, Gary Bowles, Biffa's general manager for municipal services said: "Wirral represents the

latest in a line of local authority contracts that Biffa has with councils across the UK. We are delighted to be once again deploying a Dennis Eagle frontline RCV fleet as a means of working with Wirral to bring local residents a waste collection and recycling service of which they can be proud."

## First Euro 4 fleet sees Cory Environmental keep Lincoln green



For a company that is BSi accredited when it comes to Environmental Systems Management, it is of little surprise that our first RCV fleet to enter service in England equipped with the latest Euro 4 engine technology has been specified by Cory Environmental – one of the UK’s leading recycling and waste management companies.

Deployed to satisfy a new seven year refuse and recycling contract that Cory Environmental has recently secured on behalf of Lincoln City Council, a seven strong RCV fleet is being used to support a switch from an open back to a wheeled bin waste collection scheme that is being introduced to some 42,000 households across the city.

Comments Cory Environmental Contract Manager, Jerry Greaves: “Not only is the change to the way we collect waste on behalf of Lincoln City Council going to prove more environmentally beneficial, so too will the Dennis Eagle RCVs given the fact that they are now equipped with the latest engine technology. As a company we are committed to deploying systems and technologies on behalf of our customers that contribute to reducing harmful emissions, and this latest contract bears testimony to this fact.”

In delivering the refuse and recycling scheme to residents across the city of Lincoln, Cory Environmental has specified a combination of our narrow and standard width RCVs. For improved manoeuvrability within and around restricted access areas of the historic city, two narrow bodied Phoenix 2 15s have been specified with the equivalent 2.2m wide Elite 6 x 2 mid lift axle chassis.



*One of our first Euro 4 powered RCVs to enter service in England pictured outside of Lincoln’s famous cathedral.*

Additionally, a further five P2 20s specified with the Elite 6 x 4 chassis complete the new vehicle intake. Each of the seven new RCVs not only feature the 290bhp Volvo Penta Euro 4 D7E in-line six diesel engine, they have been fitted with Otto Continental low-rave automatic bin lifts, thereby enabling any type of bin, box, bag or bulk items to be collected. All seven vehicles feature the Elite 2 driver plus 3 cab. Each vehicle type within the new RCV fleet will be dedicated to the collection of either residual domestic waste/refuse or dry recyclables in the form of paper, plastics, card and textiles.

In addition to the appeal of operating a Euro 4 RCV fleet that has the benefits of delivering reduced emissions, there were a number of additional influencing

factors that resulted in Cory Environmental once again specifying Dennis Eagle. As Jerry adds: “The availability of a Euro 4 fleet formed only one part of the equation. Of equal importance was the fact that not only have we received positive feedback in relation to the Elite 2 from both the drivers and crew, the same also applies to our fitting staff who have worked with Dennis Eagle for some seven years now. They have excellent knowledge of the product which, combined with the excellent back-up that we have received from Dennis Eagle over the same period, made the choice an obvious one. And finally, when whole of life costs are taken into account, we believe that the Dennis Eagle RCV represents a very cost-effective investment.”

# Playing dual role in support of new Enterprise MRS Contract

Having recently secured its first ever refuse and recycling contract with a Kent-based Council, Enterprise MRS has once again called upon our services to help them deliver a new and improved waste collection service that is being rolled out to Dartford District Council's 38,300 residents.

Not only has Enterprise MRS specified a new fleet of seven of our RCVs to deliver the refuse and recycling scheme, we will also be servicing and maintaining the vehicles over the seven year contract period from the council's own workshops.

Comments Dave McGill, Operations Director at Enterprise MRS: "For a number of years now we have enjoyed a partnership arrangement with Dennis Eagle where they have assumed the responsibility for the servicing and maintenance of a number of our RCV

fleets, and which has proved to be very successful. Once again, therefore, Dennis Eagle is being tasked with maintaining the effectiveness of the new frontline refuse collection vehicle fleet that we have specified for the Dartford District Council contract".

He adds: "We are delighted to be working not only with Dennis Eagle, but a local authority that is looking to make changes for the better by introducing innovative schemes that will be of benefit to each and everyone of its residents."

The vehicle provision specified by Enterprise MRS for the Dartford District Council contract centres on five Phoenix 2 20 general compaction bodies equipped with the Elite 6 x 4 chassis and two twin compartment Duos also powered by the Elite 6 x 4. In addition to the behind-the-cab top loading non-

compaction pod, the Duos feature P2 15 bodywork. All seven vehicles are equipped with Terberg bin lifts and feature the Elite 2 driver plus three cab.

Whilst the new RCVs will initially support an interim waste collection service for Dartford's residents, Enterprise MRS aims to use the new vehicles as a means of introducing a new district-wide alternate weekly collection scheme covering dry recyclables and residual domestic waste. In doing so, residents will be supplied with an additional wheeled bin for the collection of dry recyclables in the form of paper, cans, card and plastics. And as the scheme gains momentum, households will deploy boxes that are currently used for the collection of dry recyclables for mixed glass. This particular part of the waste stream will be deposited kerbside into the Duo's top loading 9cu metre capacity pod.



## Verdant specifies Dennis Eagle following major contract wins



Independent municipal services contractor, Verdant Group plc, has recently supplied us with its first ever body and volume RCV order.

This latest development results from Verdant winning three new major new local authority waste collection and recycling contracts with the district councils of Rother and South Bedfordshire, and Swale Borough. The latter represents Verdant's first local authority contract win within its home county of Kent.

In total, Verdant is set to take delivery of some 35 of our RCVs between now and April. All the vehicles will be phased into each of the three new fleets to meet the contract start dates, the earliest being the provision of street cleansing, waste collection and recycling for Swale Borough Council, starting this month, and which is valued at £25 million over the seven year contract period.

Commenting on Verdant's decision to specify Dennis Eagle, Chairman, Jonathan Miles said: "As part of a thorough and detailed RCV evaluation process, one of our most experienced drivers was asked to carry out a comprehensive vehicle demonstration analysis of a number of alternative RCVs, It was largely on the basis of his assessment that we decided to specify Dennis Eagle as a total solutions provider for each of these three contracts.

"In particular, and in addition to the improvements Dennis Eagle has made to the Elite 2 cab, we were extremely impressed with the performance of the

Volvo Penta Euro 4 engines that are now used to power the Elite,"

He concluded: "We see Verdant as a forerunner in a new generation of service industry specialists who place a great deal of emphasis on developing sustainable solutions by working in partnership with clients to help them exceed their environmental requirements when it comes to waste management and recycling. As such, we are confident that the performance of each of the three new Dennis Eagle RCV fleets will ensure we are successful in delivering significant improvements in the way waste is collected and recycled to the benefit for the residents of our latest local authority customers."

### SWALE BOROUGH COUNCIL

Chosen to introduce an alternate weekly kerbside collection scheme for domestic waste and recyclables, Verdant will deploy a fleet of 12 of our RCVs. Due to be introduced to some 55,000 households and a population of nearly 129,000 residents, the fleet will comprise six recycling RCVs - two 70/30 Twin Packs and four Duos - that will be deployed to support the wheeled bin collection of recyclables such as paper, cardboard, steel and aluminium cans, plastic bottles and glass containers. Residual domestic waste will be collected using four general compaction RCVs that are based on Phoenix 2 20 bodywork and the Elite 6 X 4 chassis. Featuring driver plus 3 Elite 2 cab, the Twin Packs and P2 20s will be equipped with Terberg Omni-Del bin lifts.

### ROTHER DISTRICT COUNCIL

Scheduled to commence on 1st April, the Rother contract will see Verdant introduce a mixed fleet of recycling and general compaction RCVs to deliver an enhanced waste and recycling refuse service across the district, described by a council official as 'our biggest challenge'.

In addition to establishing a wheeled bin green waste recycling scheme using Phoenix 2 17 bodywork and Elite 6 X 2 mid lift chassis, residential recycling will also be expanded to include the alternate weekly kerbside collection of recycling boxes using our recently-introduced dual compartment 50/50 Twin Pack. A switch to wheeled bin collection of residual waste (currently black bag) will be supported using four P2 20 bodies on the Elite 6 X 4 chassis.

### SOUTH BEDFORDSHIRE DISTRICT COUNCIL

In support of a 12 year contract valued at approximately £40 million, Verdant will be introducing a fleet of 14 RCVs, all of which will feature the Elite 6 X 2 rear steer chassis and driver plus three Elite 2 cab. Alongside four P2 17 narrow bodies equipped with the equivalent narrow track chassis, comes four standard width P2 23s.

This frontline RCV fleet will be used to implement both the alternate weekly collection of residual domestic waste and recyclables from around 52,000 local households, whilst supporting an existing fortnightly green waste recycling collection service.

# Major two year supply agreement signed with Fiveways Hire

We bring you news within Eagle Eye of the signing of a major two year RCV supply agreement with Fiveways Municipal Vehicle Hire – one of the UK's leading specialists in municipal vehicles for spot and contract hire.

The £ multi-million deal will see us supply 100 complete RCVs into the fleet of Fiveways Hire by the end of 2007. Serving as both a fleet replacement and expansion programme, it is a move that will see Fiveways Hire RCV fleet almost double in size to an expected 250 vehicles.

Commenting on the decision to enter into the two-year agreement, Fiveways Hire Hire Desk Manager, Barry Abbott said: "We believe in the Dennis Eagle product and have great faith in the service levels that we receive from them as an organisation. What's more, as long as our customers continue to show a preference for Dennis Eagle's vehicles then this is what we will give them. It's not surprising, therefore, that the decision to develop our relationship with Dennis Eagle into more of a partnering agreement was an obvious and logical one.



*Pictured at the signing of the supply agreement are Samantha Martin, Service Manager of Fiveways Hire and our regional sales manager, Melvyn Davies.*

"As a UK leader in the supply of municipal vehicles to both the private and public sector, we remain committed to growing and revitalising our RCV fleet, and this latest agreement will help us achieve this," he added.

Scheduled to be manufactured and delivered into the Fiveways Hire fleet to a pre-planned production programme, some 50 RCVs will enter service each

year. To be supplied as complete RCVs, the new vehicle intake will incorporate a variety of combined body, chassis and bin lift configurations.

## **PROVING ITS POINT**

So come on, how many of you out there can actually lay claim to having seen Fiveways Hire breast cancer awareness 'Pink Truck' over the last twelve months? Well, given the fact that in terms of raising funds for such a worthwhile cause it has certainly 'done the rounds', so to speak, we predict it must be thousands of you.

And so to some excellent news. With the RCV now completing last leg of its tour, Fiveways Hire director, Scott Martin, has informed us that they are on target to collect a whopping £60,000 for Cancer Research! So on behalf of Scott, it's a massive thank you to all of those who have helped raise such a staggering amount for such a worthwhile cause.



# OPERATOR OVERVIEW



## More from Noblet

To support a new local authority contract which Noblet Municipal Hire Services has secured with neighbouring Rossendale Borough Council, the growing spot and contract hire specialist has taken delivery of a new, nine strong RCV fleet.

Specified as part of a tender process that will now see Noblet coordinate the wheeled bin collection of general domestic waste from across the Rossendale borough, including waste from commercial premises, the nine complete Dennis Eagles feature a combination of both standard and narrow variant RCVs.

Deployed on domestic waste collection rounds will be five narrow bodied RCVs: four P2 15s on the equivalent narrow track 6 x 2 chassis, and a further P2 9N on the Elite 4 x 2 chassis. Complete with driver plus three Elite 2 cabs, each narrow variant RCV has been equipped with Terberg Omni-Del bin lifts. Commercial and trade waste will be

collected using four standard width P2 12 bodies fitted to the Elite 6 x 2 chassis; two featuring Omni-Del bin lifts and two of our own Beta 2 bin lifts.

In addition to supplying our RCV newcomers for the two year contract - all of which have been specified with AirWeigh onboard weighing systems, rear air suspension, body access ladders, soft pack and diff locks - Noblet has also assumed responsibility for the servicing and maintenance of the council's 15-strong RCV fleet, having taken over the running of Rossendale's own workshop that is located within the town itself. Noblet is also in the process of supplying a number of commercial vehicles into the council's fleet



Comments Managing Director of Noblet Municipal Hire Services, Dave Tetley: "Despite being recognised as spot hire specialists, we are becoming extremely successful in securing longer term hire and maintenance contracts, Rossendale being one such example. In fact, we now have extensive contract hire arrangements not only with leading local authority operators but some of the UK's largest refuse collection companies. And one of the main drivers behind our success has without doubt been the reliability and performance that we have enjoyed since deploying Dennis Eagle's RCVs. They are very effective pieces of capital equipment and the best tools for the job."

# Manvik – Quite Simply A1!

We're making a brief Pit Stop in Eagle Eye to bring you some high-octane news relating to our distributor for Ireland, Manvik. You see despite already having a successful pedigree in the field of motorsport, they have since moved up through the gears and are now setting hearts racing within the rapidly emerging world that is A1 Grand Prix.

What's more, and as you're about to discover, they understandably have high expectations for the future in a sport that is quickly attracting the interest of racing fans across the globe.

And it all started when Manvik were approached by Mark Gallagher - a former journalist who spent nine years working in Formula 1 for Jordan Grand Prix as head of marketing – with a view to them establishing Ireland's own A1 Grand Prix Team. The rest, as they say is history. Today, Mark Gallagher, Team Principal and Mark Kershaw, Chief Executive and son of Manvik's owner, Alan, head-up A1 Team Ireland – one of 25 countries that compete on the A1 Grand Prix circuit.

Serving as a complementary winter series to F1, the A1 Grand Prix is the only single seater racing series of its kind in the world. Visiting countries as far a field as New Zealand, China and Indonesia, A1 Grand Prix differentiates itself from F1 in that all teams drive the same Lola cars and therefore find themselves on a level playing field. As Mark Gallagher comments: "With F1 it's all about technology, whereas with A1 the onus is much more on driver skills."

So given how popular the sport is becoming, you may find it of little surprise when we tell you that the Dennis Eagle logo can be found taking pride of place on the race car of A1 Team Ireland. What's more, we would like to think that this was in some way responsible for them achieving an impressive 8th place ranking out of the 24 teams in their first ever season.

"Our first season achievement was quite remarkable because, unlike many countries, A1 Team Ireland was pulled together by Manvik and myself quite literally from scratch. In addition to

## KEY FACTS

- F1 cars achieve top speeds of 210mph - A1 Grand Prix 190mph.
- A1 racing cars can go from 0 – 60mph in well under three seconds; reaching 100mph in just five seconds.
- A1 cars are extremely powerful, delivering around 550bhp.

achieving success out on the track, we were also voted to be the best and most professionally presented team across the series. This came about as a result of us applying F1 standards throughout the team and is something that we now aim to take out onto the track during the current season," adds Mark.

Do you know what? We think that it looks like their success will be a racing cert. What's more, we aim to bring you an in-depth report on the A1 Grand Prix and A1 Team Ireland in the next edition of Eagle Eye. In the meantime, we will leave you with a few key facts above, that we think you will find of interest.



# First Euro 4 RCV in Scotland

Whilst Clackmannanshire may be the smallest council in mainland Scotland, it has made big news by becoming the first local authority north of the border to take delivery of our first RCV powered by the latest Euro 4 engine technology.

Featuring the Volvo Penta Euro 4 D7E in-line six diesel engine that delivers 290bhp, Clackmannanshire Council's latest RCV newcomer joins an eight strong frontline RCV fleet that is 100% Dennis Eagle. Furthermore, an additional Euro 4 powered RCV, specified with P2 15 general compaction bodywork on the versatile Elite 4 x 2 chassis, is also scheduled to enter service early next year.

Complete with Phoenix 2 20 bodywork and equipped with the Elite 6 x 4 chassis and driver plus three Elite 2 cab, the new Euro 4 RCV will support a refuse collection and recycling programme that covers some 23,000 households and a population of 48,000 residents. And whilst the council currently collects residual and organic waste (garden and cardboard) on an alternate week basis, the frontline Dennis Eagle fleet will support the council's planned move to introduce the collection of co-mingled

recyclables covering paper, card, plastic bottles and cans, that will be rolled out mid 2007.

Commenting on the performance of their first Euro 4 engine RCV, Clackmannanshire Council's Integrated Waste Manager, Graeme Cunningham said: "Being 100% Dennis Eagle, we are

understandably delighted to have become the first Scottish council to put the new Euro 4 RCV to the test. And whilst it is still obviously early days from a vehicle proving standpoint, we have so far heard nothing but praise in relation to its performance.

"We have always enjoyed excellent reliability from the Dennis Eagle RCV, which is without doubt a proven workhorse, and we see no reason why this should change in the future," he added.



With all the talk being about Euro 4 and, indeed, Euro 5, we thought it would be a good idea to impart the following key three facts to you.

## DID YOU KNOW?

From Euro IV to Euro V, the NOx reduces from 3.5 to 2g/kWh – a reduction of over 40%.

## DID YOU KNOW?

Euro V comes into force from October 2008 for new vehicle types. A diary date to remember if ever there was one!

## DID YOU KNOW?

From Euro III to Euro IV, the PM (particulate matter) reduced from 0.1 to 0.02 – a reduction of 80%.



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## COMMENTS AND FEEDBACK

We hope you have enjoyed this edition of Eagle Eye, however should you have any comments please do not hesitate to contact:  
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