



EAGLE EYE

ISSUE 1 / 2004

OEM - Now Exclusive to Warwick



Pre-delivery Inspection Area.

It's official. Having successfully transferred our non-Elite body mount operation from Aldridge to Warwick, our entire OE manufacturing resource has now been consolidated onto the one site. The only exception is our body paint facility and this will remain at Aldridge.

As Managing Director of Technical Operations, John Twomey comments: **“Centralising our OE manufacturing operation onto the one site at Warwick makes perfect sense. It will enable us to increase both efficiency and productivity, as we will be able to take advantage of the many synergies that exist between both manufacturing operations.”**

To accommodate the switch of the non-Elite body mount operation from Aldridge, certain parts of the factory at Warwick have been modified to accommodate the change. In addition to introducing a new foreign body mounting flow line, certain parts of the chassis preparation area have also been revisited and reorganised to further increase the efficiency of our manufacturing operation.

But the story doesn't end there. In addition to transferring foreign body mount to Warwick, the Service Centre activities at

Warwick have been transferred simultaneously to Aldridge.

Aldridge Focuses on Service

Yes, the future of Aldridge is very much centred on it establishing itself as a flagship service centre for our operation within the Midlands.

“Whilst consolidating manufacturing onto the one site made perfect sense, running two Service Centre operations in The Midlands didn't,” states John. **“What we are now able to offer our customers is an enlarged and enhanced service offering across the region. The team that is in place to run Aldridge as a Service Centre is amongst the best in the industry. They are all well versed with every aspect of the business and we are confident that they will really put Aldridge on the map when it comes to service excellence,”** he concludes.

PDI Gets Warwick Makeover

In transferring the service operation from Warwick to Aldridge, this has freed up space that has now become a dedicated PDI (pre-delivery inspection) area. We caught up with the man charged with coordinating what is, in effect, the final piece of the RCV jigsaw, PDI Manager, Duncan Curtlin.

“Bringing the entire PDI function into the one area has involved us totally refurbishing what was the Warwick service centre. In addition to brightening up the entire space and making it more visually appealing to the customer, we have also installed a new extraction system. The end result is a PDI department that reflects the quality of the finished product. I would like to thank everyone involved for the tremendous effort that they have put into the project,” states Duncan.

And with more and more customers electing to visit Warwick prior to vehicle delivery being made, final presentation has never been more important than it is today. As Duncan adds: **“An increasing number of customers want to view their vehicles before they are delivered into their fleets. To accommodate this, we have now created a dedicated customer viewing area within the PDI department. The comments that we have received so far from customers has been very favourable, which is obviously important bearing in mind that the impression we create of Dennis Eagle is likely to be the one that the customer takes away with him.”**

Together with his PDI team of 13, it is Duncan's responsibility to ensure that each and every vehicle is subjected to a rigorous series of checks and tests that covers everything from exhaust emissions and noise levels to bin lift and body compaction operation. They also subject each vehicle to a thorough road test. **“In essence, we aim to simulate the first day's work that a typical vehicle would be exposed to out in the field,”** concludes Duncan.

CONTENTS

In this issue we focus on:

• Operator Overview Pages 4 & 5

• Diesel Spills Kill! Page 8

• Export Extra Page 3

• New Partners....New Support Page 2

STOP PRESS

Due to recent press coverage there appears to be confusion regarding the ownership of Dennis Eagle. We would like to confirm that we are not owned or part of the Mayflower group of companies. **For further details please see page 2.**

NEW Partners... NEW Support.



With the backing and investment that ABN AMRO Capital committed to the business earlier this year, we as an organisation are now better placed than ever to move forward with continued confidence. As our Chief Executive, Mike Molesworth commented at the time: **“We have a clear plan to develop the business into a leading international business over the next three years. ABN AMRO Capital share our vision and we look forward to working together to achieve these goals.”**

Driving the future of the business remains under the direction of our management team. It is their intention to ensure that we remain successful in ensuring that the company becomes a fully integrated and truly global business that has at its very core highly specialised business units. Whilst to many of you their faces will be familiar, above we have from left to right: Mick Pugsley (Cabs), Norman Thoday (Commercial), Mike Molesworth (Chief Executive), Robert Jackson (Finance) and John Twomey (Technical).



Andrew Moye

We also introduce our two new non-executive directors, Andrew Moye and Johan Tytgat, who were instrumental in coordinating the £22.6m investment on behalf ABN AMRO Capital.

Despite graduating from London’s Imperial College with a BSc in Mechanical Engineering in 1984, Andrew (42) immediately set his sights on securing a business qualification and began training as a Chartered Accountant with Robson Rhodes in London. After qualifying some three years later, he went on to work in the practice’s Group Finance Department before joining BTG plc (British Technology Group) in 1990. It is here that Andrew concentrated on a number of commercial dealings that centred on delivering investment into young and emerging technology-based businesses. He was also responsible for licensing technologies into industry.

A move to Brown Shipley Venture Managers in 1992 was the start of an eight-year period during which time he would oversee some 14 separate investments. He joined ABN AMRO Capital as a Director in 2000. We asked Andrew what attracted ABN AMRO Capital to Dennis Eagle. **“Not only does Dennis Eagle have a strong management team, which is reflected in its market leading position on the domestic front, they show tremendous energy and enthusiasm when it comes to product innovation. We are therefore confident that the company can enjoy strong and sustained growth, and not just within the core geographic markets that it currently serves. There is no reason why Dennis Eagle shouldn’t become a leading European player, whilst further strengthening its position here in the UK.”**



Johan Tytgat

Working alongside Andrew for ABN AMRO Capital is fellow Non-Executive Director of the Dennis Eagle Group, Johan Tytgat (33). A Belgian-American, Johan grew up and studied in Holland. After graduating from the Free University in Amsterdam in Business Finance & Law, he joined the Andersen practice where he qualified as a Chartered Accountant. Johan then teamed up with ABN AMRO Capital in Amsterdam in 1998. Some 12 months later, he became a member of the London team as Associate Director.

With a wealth of experience in corporate and venture finance across many and varied industries, Johan was promoted to the position of Assistant Director in 2000. Today he sits on the board of three companies and is an observer on a fourth.

Johan explains to us why ABN AMRO Capital appoints two Non-Executive Directors to sit on the board. **“It’s all about ensuring that we are able to deliver continuity. Two heads are not only better than one, it means that at least one of us should be able to provide support and advice if, for example, the other director simply isn’t available.”**

Export Extra!

The pages of Eagle Eye wouldn't be the same without making valuable space available to see how our hard working Export Division has been performing of late. Having been responsible for some 12% of our turnover last year, they are intent on proving their worth even more this year. And based on the performance of the Division during the first few months of this year, boy have they been quick out of the blocks! Let's take a look at what they've been up to.

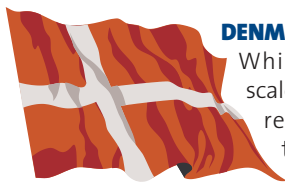


NORWAY

Throughout the whole of 2003, we were successful in exporting a total of five vehicle bodies to Norway – a significant achievement in its own right. But when we tell you that our Export Division has already secured orders for some 14 vehicles already this year, you can see why they are really excited.

“Realistically, we could be looking at supplying in the region of 30 vehicles to Norway this year alone,” states an enthusiastic Derek Flynn, General Manager Export. **“The response that we have had to the Phoenix 2 body over in Norway has been fantastic and we're hoping that the recent orders will be the tip of what could be a big iceberg,”** he adds.

The vehicle body order secured from Norway by our distributor, Rich. Steen & Sønn, takes in seven P2 23s, four P2 20s, two P2 18s and one P1200S. Five of the new Phoenix 2 23s will be supplied to Norsk Gjennvinning AS (Part of Onyx); the two P2 18s and four P2 20s have been ordered by Miljøtransport Nord ASI Vesterålen; one P2 23 will operate in the Hvaler kommune, whilst the final one will join a private contractor in the Oslo area. All of the bodies are being supplied equipped with cable winch for emptying skips, in addition to bin lifts.



DENMARK

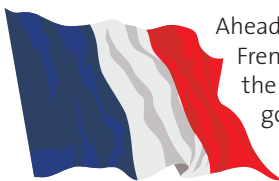
Whilst not on the same scale as Norway, we have received an order for three bodies from our distributor Phoenix Danmark over recent weeks. Here we will be supplying a P2 23 and P2 15 to City Container, and another P2 23 to Henry Andersson. Both are private contractors around the city of Copenhagen, and the vehicles will be used for trade waste collection.



GERMANY

Within Germany, we have recently received an order for six Phoenix 2 23s from RWE – Germany's biggest waste disposal company. The new bodies that will be equipped to MAN chassis are due to be shipped in June.

A Flying Visit to France



Ahead of going to press, we also took time out to call up our French operation to establish how they are fairing across the channel so far this year. Well, it appears that they have got off to a promising start. In addition to having recently received a repeat order for an additional vehicle from a customer in the City of Creteil, Dennis Eagle France is also set to supply a vehicle into the

fleet of the City of Lyon. But that's not all, a further order has emanated from that well-known city of Le Mans – home of the world famous 24 hour rally.

The new vehicles for both Creteil and Lyon are Phoenix 2 9s – complete with Gamma bin lifts - based on the narrow 2.2m wide 4 X 2 Elite chassis. The complete RCV for Le Mans sees the Phoenix 2 15N body with the Terberg Tinium bin lift sitting above the Elite chassis.

As General Manager of Dennis Eagle France, Alain Chapouthier, states: **“We have had a good start to 2004, and it is our intention to build on this success as the year progresses. During February we had a delegation of visitors from the City of Lyon come across to our factory in Warwick and the feedback that we have received since has been very promising. We also had good response from the Pollutec exhibition that we attended in Paris towards the end of last year.**

“In addition to the tangible orders that we have received so far this year, we have accelerated our activities in many other export countries that will hopefully result us in becoming ultimately recognised as a truly global refuse collection vehicle solution provider,” states Derek Flynn. Concluding, he adds: **“We remain confident that 2004 will not only prove to be our best year from a sales standpoint, it will be a period where we can announce a number of major developments that will be instrumental in ensuring the export activities of Dennis Eagle go from strength to strength.”**

We suppose it's a question of watch this space!



The French demonstration vehicle

Operator Overview

Helping Cambridge Get Out of a Tight Spot!

Our first stop takes us to one of our most enchanting cities, Cambridge. It is here that our versatile rear steer Elite 6 X 2 RCV chassis has been called upon to help provide greater levels of manoeuvrability for Cambridge City Council when collecting trade and domestic waste within and around restricted access areas of the historic city. Specified based on the performance of a demonstration vehicle that was trialled by Cambridge City Council, the local authority has since gone on to take delivery of eight new complete RCVs.

Whilst each vehicle configuration centres on our 6 X 2 rear steer chassis, Cambridge City Council has specified a combination of standard 2.5m and 2.2m narrow width products. Five narrow chassis - four of which are operating on trade collection rounds with one being used for domestic waste – have been joined by three 2.5 m wide 6 X 2s. Of the latter, two have been commissioned on trade rounds, the third domestic.

Commenting on the specification, Fleet Manager, Dave Cox said: **“When our drivers tried the 6 X 2 rear steer demonstration vehicle, they found that its improved manoeuvrability meant they could put it in places that hadn’t previously been possible. As such, it meant that we could obtain a vehicle solution that would help improve the efficiency of both our trade and domestic refuse collection rounds.**

“Being a historic city, Cambridge has a high percentage of narrow streets, many of which provide access problems for large vehicles. Using a combination of the narrow and standard width 6 X 2 chassis, with the improved turning circle that the rear steer provides, we aim to significantly improve our operating capability.”

“Furthermore, Dennis Eagle is now the only manufacturer in the UK of purpose-built RCVs and we have always enjoyed a good working relationship with them. The size of our Dennis Eagle fleet supports this fact,” he added.

Cambridge City Council is no newcomer to the Dennis Eagle product. Out of a multi-purpose fleet of some 24 vehicles, 17 are complete Dennis Eagle RCVs, whilst a further three Elite chassis sit underneath the Terberg Matec Kerbsider body.

To provide maximum payloads, each of the 26 tonne GVW RCVs features Dennis Eagle’s high capacity Phoenix 2 bodies. The narrow chassis have been equipped with Phoenix 2 17 bodies and the wide variants the Phoenix 2 20. All of the vehicles feature the new Elite 2 cab with driver plus three seating configuration, and the Phoenix 2 bodies have been specified with Terberg trade and domestic bin lifters.

Whilst the dedicated trade vehicles are being deployed for collecting waste from chargeable households such as commercial premises, schools, hospitals and Cambridge’s many university campuses, the three domestic RCVs are collecting general waste from 42,000 city properties on a weekly basis.



Our round up of operators in this edition centres on variety, as we take a look at three very different product combinations. As they say, 'variety is the spice of life.' Within our reports, we also focus on a successful relationship that first began at last year's CIWM.

South Wales RCV Fleet Remains 100% Dennis Eagle

Next stop is the refuse collection vehicle fleet of South Wales Torfaen County Borough Council that has remained 100 per cent Dennis Eagle following the introduction of four new complete RCVs.

Representing 50% replacement of the Council's fleet, each of the new vehicles sees our 2.2m narrow variant Elite 6 X 2 mid lift axle chassis, complete with the low entry Elite 2 driver plus three cab, combined with the Phoenix 2 15N body.

Serving to cover some 40,000 domestic properties across the county borough, the new vehicles are being used for the black-wheeled bin collection of general domestic waste. Supplied complete with Otto Conti 2 bin lifts, each of the new vehicles also features the PM on-board weighing and Telma Retarder system fitted as online options.

Commenting on the new vehicles, Environmental Services Manager, Kevin Main said: **"Despite facing some stiff competitive tenders, it was the Dennis Eagle specification that once again won through. We have always enjoyed reliable service from Dennis Eagle's RCVs and we are confident that they will help the Council continue to provide a first class waste collection service across the borough."**

As with each of our narrow variant chassis, the 2.2m wide 6 X 2 with mid-lift axle option, provides operators with increased manoeuvrability, particularly when operating in restricted urban and rural areas. When combined with the high capacity Phoenix 2 body, it also serves to offer maximum payloads.



Paul Hobday hands over the keys for the new vehicles to Torfaen County Borough Council Councillor, Marlene Thomas, Chair of the Contract Services Board.

Joining Gulliver's World

Last but not least, we call in to update with one of our new customers. Gulliver's Municipal Hire Services – a division of Bristol-based Gulliver's Truck Hire Ltd – has recently taken delivery of its first Dennis Eagle RCVs. And it is a vehicle order that came as a direct result of us being introduced to them at last year's CIWM exhibition.



Specified to help strengthen their rapidly expanding municipal hire fleet, the new vehicle intake includes a combination of our complete RCVs, together with a number of our proven low entry Elite chassis.

Five Elite 6 X 4s featuring Phoenix 2 23 bodies have been joined by an equivalent number of the narrow track, 2.2m wide 6 X 2 option, fitted with narrow bodies. Both combinations have been equipped with Otto trade and split bin lifts that can be quickly demounted should the vehicles need to be deployed for open back operation. Furthermore, an additional seven of our popular Elite 4 X 2 chassis - specified with Terberg Matec Kerbsider bodies - are scheduled to enter service over the next couple of months.

Each of the Elite chassis features the new Elite 2 cab with the driver plus three seating configuration. Joining Gulliver's 200 strong municipal vehicle fleet, the new RCVs will be deployed to operate on both trade and local authority waste collection contracts nationally.

Despite having only recently been put through their paces, Managing Director of Gulliver's Municipal Hire Services, Philippe Harding, is already pleased with the performance of the new vehicles. **"As you would expect from such a high quality product, we have experienced no problems with the new vehicles so far, and feedback relating to driver acceptability has been very positive,"** he said.

In addition to operating its 200 strong municipal vehicle hire fleet, parent company Gulliver's Truck Hire limited – established 44 years ago – is responsible for a fleet of some 1400 vehicles that operate from five depots in Bristol, also the location of the company's head office, Newport, Cardiff, Exeter and Gloucester. A further two depots in Swansea and within the Reading/Newbury area are scheduled to be opened during the next two months.

OH WHAT A NIGHT!

Our continued commitment to the training and personal development of our workforce put us in the picture for another significant accolade recently, this time at the Coventry and Warwickshire Learning & Skills Council

As Andy adds: **“We are keen to encourage and develop young people to embark upon careers in the manufacturing industry, equipping them with the full skills set required for them to contribute to our corporate**

Being able to offer all of our apprentices a full-time job upon completion of their four-year course, we are successful in attracting talented automotive electricians by training them from scratch. Currently, for example, we have six Modern Apprentices on our books. Furthermore, we have had two French students join the company recently who are working on three-month placement, and another student who has relocated from Halifax to Warwick on a 12-month contract in our design suite.



Our modern apprentice, Neil Peters, who was runner-up in the Advanced Modern Apprenticeship category at the recent Coventry and Warwickshire Learning & Skills Council Awards for Training Excellence.

Awards for Training Excellence. As finalists in two categories, the Advanced Modern Apprenticeship and Employer Award categories, the company scooped the coveted title of Employer With Over 49 Employees award. What's more, Neil Peters, one of our apprentices on the chassis line, was announced runner-up in the Apprenticeship category following a hotly contested final. For his achievements, Neil won £100 that was presented to him by Chris Moon MBE, a well-known speaker on change management, motivation, leadership and the concept of limitation.

Comments Training and Development Manager, Andy Middleton: **“These are prestigious awards and we can all be very proud. My personal thanks go to Midland Group Training Services for their help and support, not only with the apprentices here and at the technical centre, but to the individuals throughout the business who have taken it upon themselves to teach, encourage and inspire others to learn.**

With support from MGTS, we have committed an incredible total of 6,000 hours of internal and external training and development time to our staff and apprentices.

objectives. We work hard to provide young people with the technical and social skills required in a business world. All of our apprentices finish their time as skilled employees, and are guaranteed a job on completion,” concludes Andy.

Commenting on our success at the Award's ceremony, held at the Peugeot car plant in Coventry, Lee Weatherly, Chief Executive of MTGS said: **“Dennis Eagle had a long history of commitment to the training and development of apprentices. Through periods of recession and in a difficult business environment the company has continued without fail to recruit, educate and train apprentices.**

“Their reward has been a steady flow of enthusiastic, reliable and qualified young people, many of whom are now employed as managers, crafts people and technical engineers,” he added.



Pictured receiving the Employer with over 49 employees award from Sheila Fleming, the Council's Operations Manager is our Training & Development Manager, Andy Middleton (centre). Also pictured is Chris Moon.

Manvik Make it 7 Up for Belfast

For the first time in over ten years, our RCVs are once again making their presence felt within the fleet of Belfast City Council, and it's all down to the hard work and effort of Manvik Plant. Our distributor for Ireland has recently supplied seven new vehicles that are being deployed for the collection of domestic and trade waste within and around the city.

But that's not all. Manvik has also recently supplied some 18 Phoenix 2 RCVs into an additional eight local authority fleets, including Lisbon City Council, Ards Borough Council, and the District Councils of Banbridge, Omagh, Newry and Mourne, Strabane, Dungannon and Fermanagh.

Joining a 65-vehicle fleet, the seven Dennis Eagle newcomers for Belfast include a combination of our two and

three axle Elite chassis, each of which feature high capacity Phoenix 2 bodies. Four Phoenix 2 23s equipped with Terberg TCA bin lifts have been supplied on our Elite 6 X 4 chassis, whilst the remaining three RCVs see our narrow track 2.2m Elite 4 X 2 chassis combined with the equivalent Phoenix 2 12 narrow body.

Whilst the 6 X 4 configuration will be used to collect predominantly domestic waste from black-wheeled bins, the open back 4 X 2s will serve to support the collection of commercial waste in black bags.

The eighth vehicle that is set to enter service towards the end of April will be an additional Phoenix 2 23 with Elite 6 X 4 chassis, but which will feature on-board weighing equipment. This vehicle will be used specifically for the collection of paper only using blue-wheeled bins that are being supplied to some 20,000 citywide households.

“The reaction to the Dennis Eagle RCVs has so far been nothing but positive,” states Belfast City Council's Transport Manager, Gerry Fleming. **“We have had very good feedback from the drivers and crews who seem particularly impressed with how easy it is access and exit the Elite 2 cab. They have also commented on how comfortable the cab is, not the mention the all round visibility that it offers. Finally, they have been equally impressed with the ease with which the vehicles and the compaction bodies can be operated,”** he added.

Manvik Plant is Ireland's only leading waste equipment specialists. Operating out of new premises in Belfast and its 27,000sq ft head office facility in Dublin, the company is a prominent supplier of our chassis and bodies into both private and public sector RCV fleets throughout Ireland.



Special Delivery

It's at this point that we make a brief return visit to the life of PDI Manager, Duncan (you may recall we mentioned him within the front page news article). Well, whilst Duncan is normally used to making deliveries, he was recently on the receiving end of a fantastic delivery himself, courtesy of his wife, Dawn, who works in our parts and service department. You've guessed it; the happy couple became the proud parents of a baby son. Jamie, who was born on January 30 and who weighed in at a healthy 6 lb and 11 ozs. We extend our congratulations to both of them, and look forward to welcoming Dawn back to work later this year.



Diesel Spills Kill!

If the headline isn't pointed enough, then read on! As the only remaining specialist vehicle manufacturer in the UK, and a responsible one come to think of it, we are keen to play our part in raising the awareness of the dangers posed to motorcyclists of diesel spills.

The Road Users Campaign to Kill diesel spills – KillSpills, was launched last October following the death of 31-year-old biker, Lee Connor, who was killed instantly when his bike slid on diesel. Whilst only travelling at 40 mph, he crashed into an oncoming vehicle doing a similar speed: the combined impact of some 80 mph had fatal consequences.

It is a campaign that was first brought to our attention by one of our very own biking fraternity, Steve Bagley, Chassis & Final Assembly Line Manager. **“The dangers of diesel spills on the road not only pose a lethal threat to motorcyclists, they can prove equally catastrophic for drivers of all vehicles – lorries, buses, coaches and even bicycles. It is very easy for vehicles to skid, swerve and lose control on diesel, and this not only endangers the driver, it can put passengers, other road users, pedestrians and property at equal risk.”**

And as a rider of a powerful 900cc Honda Fireblade, Steve is well aware of the potency that this 'hidden' danger can present.

“The last thing any rider needs, particularly when leaning a bike over in a corner, is a lubricant between the bike's tyre and the road. This is what happens when you hit a diesel spill,” he adds. **“And whilst a biker can see evidence of a spill in wet conditions, this isn't the case on a dry road. The only time you realise it's there is when you smell it or begin to slide.”**

So what message does Steve want to put across? **“It's all about being careful. As a weekend driver of commercial vehicles, I advise all operators not to fill diesel tanks right to the brim: it simply isn't necessary on today's trucks given their capacity. It is this message that we need to get into the minds of all operators.”**

Our message to the fleets that operate our RCVs is simple. Take heed of what's been said, promote the purpose of the campaign by encouraging your teams play their part in helping make our roads safer not just for bikers, but for everyone.

Anyone interested in finding out more about the campaign should log on to: www.killspills.org.uk. It is a cause that is already receiving the attention of some extremely powerful names who are already lending their support – names such as Asda, TESCO, Two Wheels Only, Fast Bikes Magazine, Fuel Oil News, Better Biking, the Motor Cycle Industry and the Freight Transport Association.



Steve (right) and his fellow bikers.

On the Circuit Again

The Event - A One-Day Roadshow

The Location - Karting North East, Sunderland.

Karting North East is the venue for what will be a scintillating one-day roadshow. Visitors to the track will get the opportunity to view a static display of our RCVs, with the focus being on recycling. There will also be the opportunity to observe a number of demonstrations, and take part in a manoeuvrability and reversing trial. And whilst you're there, why not try your hand at Go-Karting itself and archery.

If you're interested in attending, please call Anne Kaarlela now on 01926 458538 and book yourself a date in the 'Fast Lane.'



COMMENTS AND FEEDBACK

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

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