



Eagle Eye

Acquiring Confidence By Design

Dennis Eagle has embraced a great deal of change in the new millennium which started with the acquisition of Jack Allen (Refuse Services) Ltd in December 2000.

The purchase of this business has ensured an enhanced product range, adding the 'FEL' (Front End Loader), 'Mighty Bite' and other former Jack Allen products to the Dennis Eagle range.



Dennis Eagle Front End Loader

These products are supported by the largest service network in the UK refuse vehicle industry with a total of nine service centres in a variety of locations. In addition to our versatile chassis and body range, Dennis Eagle is the only UK manufacturer of complete vehicles in the industry - offering our customers tailor-made options to meet their requirements. Mike Molesworth, Chief Executive at Dennis Eagle, recognises the significance of this key strength:

"Growth such as this must always be supported by a strong team of people and Dennis Eagle is restructuring and expanding its skills base to encompass new product development along with service focus to support our customer groups."

Paul Langham, Director of Customer Service at Dennis Eagle is heavily involved in the integration of the expanded business developments. He says

"Dennis Eagle are keen to ensure our original and new customers remain confident they are choosing the right company to provide the most appropriate product to meet their requirements and the most reliable after-sales care to support their operation. We also want to be at the forefront of communications with customers to ensure that they are fully aware of changes in European legislation and the impact of mandatory deadlines relating to topics such as recycling and Euro 3."

This confidence has been illustrated by an excellent start to the year. Many customers have expressed continued confidence in Dennis Eagle's quality of product and service as record orders have been taken in the first quarter.

Our Export business has started 2001 breaking new ground with the delivery of our first Volvo mounted High Capacity Twin Pack to Sweden with an additional two Phoenix bodies delivered recently to the town of Helsingborg. Our Swedish distributor AB Filborna Smidesverkstad has been working with the Dennis Eagle Marketing Team, contacting our Swedish customers and ensuring our overseas market receives high standards in terms of communication and service - the product quality is already recognised.



Dennis Eagle High Capacity TwinPack working in Helsingborg



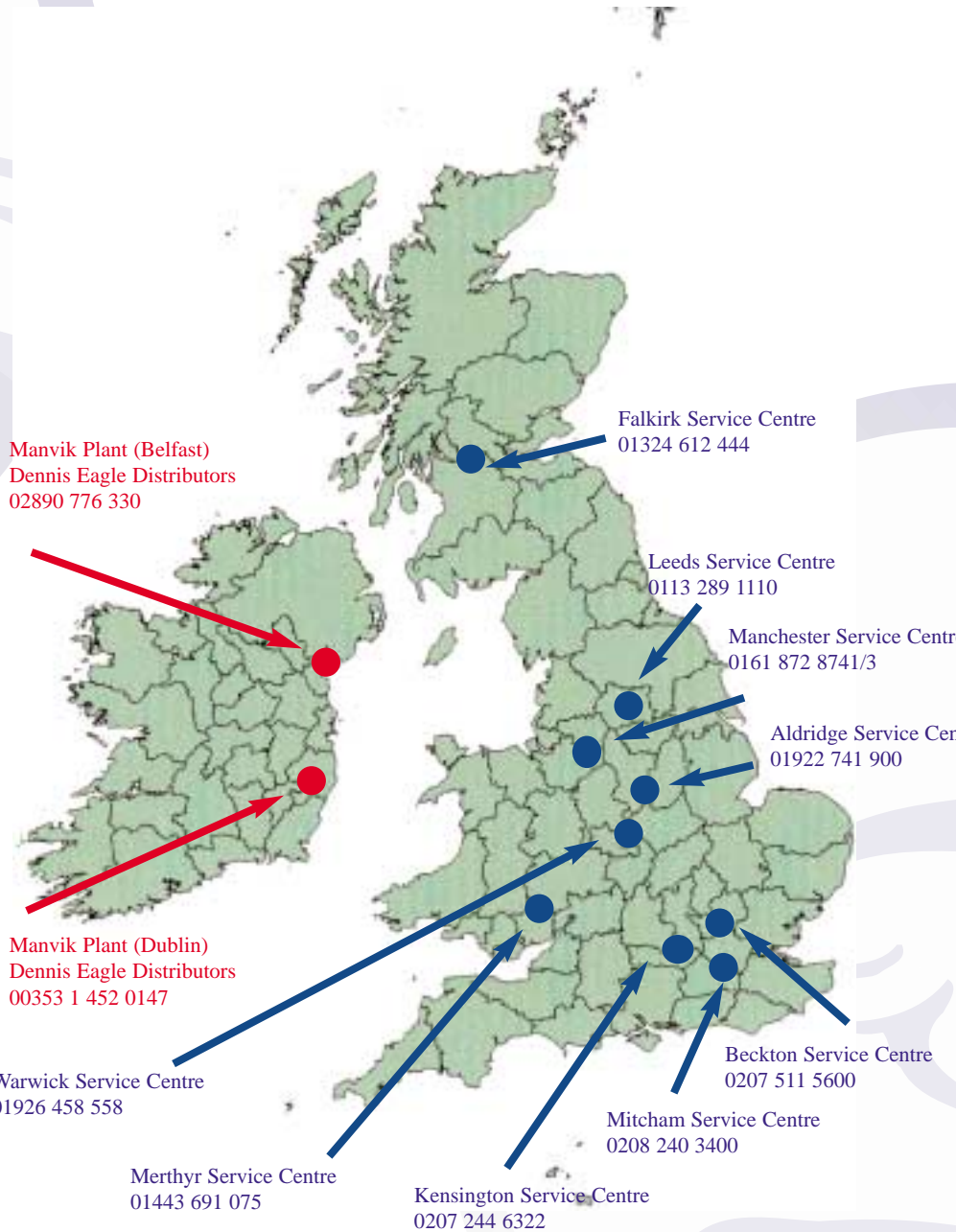
Communication

The Dennis Eagle Marketing Strategy moved forward to encompass our growing business. Literature to illustrate and inform our existing and new customers regarding our extended product range and information regarding all developments in our business is available via the reformatted Dennis Eagle Website.

The website is now 1 year old and your comments and suggestions regarding its structure have been actioned and are displayed on the reformatted site. All literature, images and technical detail are available to download as pdf. files along with the latest press releases, and data useful to our customers. Log on using either www.dennis-eagle.co.uk or www.dennis-eagle.com to view the site in English, Swedish, Norwegian - you choose your preference!



UK Service Centre Network



Exhibitions

Dennis Eagle will not be exhibiting at IWM 2001 as the space made available to us did not provide the facility required to effectively demonstrate our product and overall service developments. We will still be strongly represented at the IWM show however and will be hosting our BBQ at the Toorak Hotel, Torbay on Tuesday 12 June only - please ask your Regional Sales Manager for further details...

We recognise that communication is the most important part of all our relationships and will strive to ensure that 2001 provides our customers with all the information and support they require - along with exciting new product development to bring forward the refuse vehicle of the future - further details will be issued shortly.....

Focus on Customer Service

Following the acquisition of Jack Allen (Refuse Services) in December 2000, Paul Langham, Director of Customer Service and Product Assurance, extended our service strategy to encompass our enhanced service network (now the largest in the UK) and has appointed individuals into new key roles, focusing entirely on customer care issues. Paul comments:

"Dennis Eagle embraces fully the proactive approach to service our customers require. Service response times are crucial to maximise the operating efficiency of the fleet over the whole operating life of the vehicle. Our substantial Parts operation provides a comprehensive service geared to maximise fast and efficient parts delivery whether you order parts by telephone, fax or email. Our service centres are located around the UK and our head office and main warehouse facility, at Warwick (at the heart of the motorway network) is one of the most modern manufacturing sites in Europe."

"All aspects of customer care from training, service and parts supply are interdependent upon each other to ensure we deliver the world class service our customers expect from us."

"Our customer service in general complements our quality product and is part of a commitment to setting and raising standards. Those focusing on the lifetime costs of their vehicles along with operational support appear to choose Dennis Eagle time and time again and we aim to ensure that our customers have made the right choice. It is the objective of everyone within the Dennis Eagle organisation to ensure our support provides assurance to our existing and potential customer base."

With this World Class objective in mind, Paul has recruited three new individuals in key roles within the Customer Service Department.



Pat Campbell
General Manager Parts

Previously employed by Lex Service Plc, Pat has extensive experience of both service and OEM related industries. Having held the position of General Manager for a number of years in the equipment hire sector, he has first hand knowledge of the importance in providing high standards of Customer Service. Prior to this, Pat was employed in a similar position within the manufacturing sector. Financially and marketing trained, his experience of business and people development will provide us with the necessary strengths to make the Dennis Parts Business truly "World Class." Pat commented:

"For the past couple of months, I have been working actively for Dennis Eagle on the integration of Refuse Services Ltd, acquired from Jack Allen. It is imperative that as we grow our business our customers are reassured that we will continue to develop and improve our parts operation and will focus on this objective to ensure they are not disappointed."



Bill Thorpe
Commercial Parts Manager

Bill has worked within the specialist commercial vehicle industry for some 20 years, holding managerial positions with several well known companies, including

Unipower Group Plc and NEI Defence Projects.

His experience comes from a number of areas which include sales, product support, design, manufacturing, purchasing and quality assurance.

Bill states *"I believe my experience within industry will assist in the further development of the Parts Operation, focusing on the importance of offering a culture of Total Customer Satisfaction."*

Bill continues *"I am looking forward to meeting and discussing customer needs together with developing a much stronger business contact and relationship."*



Robin Turner
General Manager - Customer Service

Robin Turner has joined Dennis Eagle as General Manager - Customer Service, a role monitoring and developing the delivery of service to our customer base. Robin has worked within Jack Allen Refuse Services for the past 12 years in a variety of roles from Service Engineer to General Manager of Service. Robin has extensive experience of field based contract maintenance and enjoys an excellent relationship with customers regarding the delivery of customer care.

"I am looking forward to developing the relationships with our customers to ensure all customer service requirements are pro-actively satisfied and maintained." commented Robin.



For this issue of Eagle Eye, we have been scouring the Midlands region to establish what is new amongst the Dennis Eagle customer base, especially following the acquisition of Jack Allen (Refuse Services) Ltd.

In the Midlands, Sandwell Metropolitan Borough Council are currently awaiting delivery of two new Dennis Eagle refuse vehicles in the form of the Elite 6x2 chassis, complete with mid-lift axle, crew cab, and Phoenix 18 bodywork.

Set to join a 28 strong vehicle fleet - all of which are based on the Elite chassis - the vehicles will operate on household refuse collection throughout the Sandwell Borough region.

Being no newcomer to Dennis Eagle, Sandwell Borough Council's Transport Manager, Graham Woodhall commented:

"When it comes down to the evaluation process, Dennis Eagle continue to come out on top. They are not only superior in terms of vehicle performance and reliability, but remain a firm favourite amongst the drivers and crews of the vehicles."

New Dealings with Dennis....

Over at Rushcliffe Borough Council, Transport Manager Bob Yarnell is putting a Dennis Eagle 'SwingLink' 6x2 mid-lift axle, - ordered ahead of the Jack Allen acquisition - through its paces.

Operating on trade refuse collection, the SwingLink represents the Council's first association with Dennis Eagle. As Bob Yarnell comments:

"Despite having historically been a Jack Allen customer, we are confident of receiving the levels of spare parts supply and back-up to which we have become accustomed. The Dennis Eagle product

range fits well with our refuse collection requirements and we are looking forward to building a successful relationship with them in the future."

Delivering a very good GVW, and complete with full crew cab, the SwingLink is used for trade refuse collection around the region.

Five More For Dudley...

Dudley Metropolitan Borough Council has once again shown its faith in Dennis Eagle by placing an order for five new refuse collection vehicles which will be delivered in the summer.

Joining a 21 vehicle fleet which is based 100% on the Elite chassis, the five newcomers - each featuring Phoenix bodywork - are being supplied in three different configurations. Set to operate on trade refuse collection will be a 4x2, 11 cu.m narrow bodied and 6x2 cu.m capacity vehicle, both being supplied with day cabs with driver plus three capacity. A further three 20 cu.m capacity 6x2 vehicles - all featuring mid-lift axles and full crew cabs - will be used for domestic kerb side sack collection.

Specified as part of the Council's five year rolling replacement programme, the three new domestic refuse collection vehicles will face the rigours of having to cover 10,000 properties per week, per vehicle!

"A vital part of our evaluation programme are the views and opinions of the refuse collection division, who constantly support the Elite Chassis as it represents the only low line walk through cab to meet our demanding technical, operational and safety requirements" states Dudley MBC's Fleet Manager, Warner Faulkner.

He also emphasises the important area of aftersales service as being a critical part of the purchasing process.

"The supply of new vehicles into our fleet is simply the start of the customer/supplier relationship. It's what follows that matters. As part of the buying criteria on this occasion we took a close look at aftersales service, which is an area Dennis Eagle has significantly improved upon over recent years. We are now looking forward to further developing our relationship with them as the new vehicles come on stream."



Warner Faulkner
Dudley Metropolitan Borough
Council - Fleet Manager

Making Experience Count

Within the refuse vehicle industry, there are a select few who can lay claim to a career in sales which has spanned nearly 22 years - including Jim Roderick, a former employee of Jack Allen Refuse Services and now Regional Sales Manager with Dennis Eagle.

A commercial vehicle man through and through, Jim began his career back in 1964 when he served an apprenticeship with a Ford CV dealership in Gloucester. During this time he attained his City and Guilds, as well as gaining his first taste of the sales environment.

From here it was straight to Jack Allen Refuse Services in 1979, and the start of a successful career selling into the refuse sector - something which Jim still enjoys over two decades on.

So how does Jim view his role with Dennis Eagle?

"In addition to servicing existing customers by way of introducing them to a greatly expanded product range and enhanced customer service offering, there is a tremendous opportunity for me to increase Dennis Eagle's customer base within the territory which I cover."

Jim covers a sales territory that takes in Wales and the counties of Gloucestershire, Shropshire, Herefordshire and Worcestershire.

"On a personal note, everyone at Dennis Eagle has made me feel extremely welcome, and it is a pleasure to be part of a professional sales team for what is a market leading company." added Jim



Jim Roderick
Regional Sales Manager

Aims for the future

Jonathan Thomas, entered the waste industry in 1995 working for Jack Allen as Demonstration Engineer. Responsible for demonstrating the industrial range of equipment ie Big Bite, FEL and Front End Loader, he developed good rapport with private sector waste companies.

In 1998 he joined the sales team at Jack Allen in a joint role of operator instructor for the McNeilus Front End Loader and sales support to the Private Sector Sales Division. He thoroughly enjoyed this new role, further developing his knowledge and increasing his experience of selling refuse collection vehicles and support packages.

Following the acquisition of Jack Allen Refuse Services by Dennis Eagle, Jonathan transferred to Dennis in effectively the same

role. He now has his own dedicated sales territory, which means he can develop relationships with new customers.

"I am confident that with Dennis Eagle we now have the best product range, sales infrastructure and after sales organisation that this industry has to offer." commented Jonathan.

"My aim for the future is helping to keep Dennis Eagle as number one supplier to the industry, a place that we rightly deserve."

"The future is extremely bright for our company when you consider the potential we now have and I am pleased to be part of a sales team during these exciting times."



Jonathan Thomas
Regional Sales Manager

Dennis Eagle 'Swings' into a new relationship with Derbyshire

Three of the first Swinglink refuse collection vehicles to enter service under the Dennis Eagle banner have recently joined the fleet of South Derbyshire District Council.

The former Jack Allen customer specified the Swinglink newcomers as part of the Council's five to seven year replacement programme; the vehicles serving to operate on joint domestic and trade refuse collection across the District.

Specified with standard width bodies, the new Swinglinks have been fitted to Seddon Atkinson 6x4 M26 280 chassis with full crew cabs. Each vehicle also features Otto Continental bin lifts, on-board weighing and Eminnox systems; the latter serving to assist in the reduction of emissions whilst lowering taxation.

Forming part of the Council's nine vehicle RCV fleet, the new vehicles join three additional Swinglinks that were put into service by South Derbyshire District Council last year. All six Swinglinks are covered by a comprehensive five year warranty scheme agreed with Dennis Eagle, which covers the body, chassis and bin lifts.

Commenting on the specification, South Derbyshire District Council's Services Manager, Wayne Knighton said:

"Whilst the Swinglink is an ideal refuse collection vehicle, the quality of back-up and customer service which we look to

receive is of equal importance. Despite historically having been a Jack Allen customer, Dennis Eagle has already shown a commitment to providing us with the levels of service to which we are accustomed."

"In addition to providing us with a comprehensive five year warranty package on the new Swinglinks and taking on the existing five year agreement which was put in place last year with Jack Allen, Dennis Eagle has also agreed to meeting a two hour response time should we experience any problems with the vehicles."

www.dennis-eagle.co.uk

The Dennis Eagle website has been visited by thousands of interested parties since its launch last year and many of those visitors have been using the feedback mechanism within the site to suggest improvements/changes. We have taken note of those comments and have now reformatted the site to ensure easier downloading of text and images, easier access to technical information and more detailed points of reference and contact to facilitate communication.

Customers found the original site too text heavy and complicated, so now we have a sharper more focused site, making navigation easier and more user-friendly.

Many customers have expressed the desire to link to our website and to address the possibilities of on-line ordering. We are

currently exploring a number of options and will inform our customers as soon as this option is made available.

Please let us have your thoughts - log on now!

COMMENTS AND FEEDBACK

In line with its philosophy of continuous improvement, Dennis Eagle welcomes feedback regarding Eagle Eye. Please send any comments on the design and content to:

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Corporate Marketing Manager

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- we await your comments!

