

## The Background

SEGRO (formerly Slough Estates) is a property investment and development company focused on the provision of flexible business space throughout Europe.

Headquartered in the UK, SEGRO plc has a listing on the London Stock Exchange and on the Euronext in Paris. The Company serves a diversified base of around 1,700 customers, operating across a wide range of sectors and representing both small and large businesses, from start ups to global corporations.

With property assets of £4.8 billion and 5.1 million sq m of business space, SEGRO has an annual rent roll of approximately £314 million.

## The Challenge

Up until 2003 SEGRO had used the services of a major pan-European contract hire provider. This was a business relationship that had promised much, providing reassurance in terms of perceived financial strength/ international presence (which suited SEGRO's own business profile) and the relatively unusual feature of the provider being a geographical neighbour (a situation that suggested an efficient account management regime would not be difficult to maintain.)

Despite this SEGRO soon came to realize that going forward not only was account management poor but incidental costs not associated with actual vehicle rentals were combining to produce a package that was at a financial variance from their supplier's original offering. Such was the disillusionment thus engendered that a decision was made to revert to the purchase of vehicles.

It soon became clear to SEGRO that whilst their business possessed a depth of expertise within property and investment sectors they clearly were not experts in the procurement of vehicles and the efficient and economical management of a vehicle fleet.

The challenge remained for SEGRO to find a third-party which, whilst possessing the above skills and expertise, would also not replicate the disappointments and poor service experienced before.

## The Experience

It was at this point that Marshall Leasing presented its case, initially winning the chance to provide SEGRO with an outsourced fleet management service. The change in both the style of account management coupled with the management ethos at Marshall was soon able to provide SEGRO with the confidence to also place the procurement of their fleet into their new supplier's hands.

Part of the Marshall approach was to be pro-active and in a climate (2006) where even greater stress was being placed on the employer's duty of care Marshall Leasing was able to introduce Driver License Checking for the entire SEGRO fleet, and for any fleet driver's spouses and family members who had access to the company vehicle.

As SEGRO's confidence in their new business partner grew they passed the disposal of vehicles over to Marshall enjoying cost-free advice and assistance in the improvement of their written car fleet policy.

By the time 2008 had come around SEGRO was sufficiently reassured as to the long-term aims of Marshall Leasing that they decided to revert once again to a full-maintenance, contract hire system. In this regard SEGRO was impressed not only by Marshall Leasing's open disclosure policy but by their ability to identify and address all the contentious areas that had previously driven the decision to move away from contract hire in the first place.

The above was realized via a substantial sale and lease-back proposition from Marshall Leasing which also provided a substantial cash injection for SEGRO, a business that now found itself at last coupled to a Fleet Partner they could trust; SEGRO had come full circle.

