

The Background

The Liebherr family business was established in 1949 by Hans Liebherr and is now not only one of the world's leading manufacturers of construction machinery but is also an acknowledged supplier of technically innovative user-oriented products and services in a number of fields. The business has grown into what is today a substantial group of companies, employing a workforce of 32,600 in more than 100 companies and on all continents.

The Challenge

Liebherr's fleet comprised 136 vehicles operating nationwide providing technical and engineering support for Liebherr products throughout the construction and allied industries.

The fleet was originally administered for a number of years by a major contract hire and leasing provider, one which initially promised and indeed provided an attentive and efficient service. However, more recently and due in no little part to major changes in the fleet funding industry and allied to a lack of investment by the incumbent provider the service became less competitive and paradoxically needed increasing levels of intervention from Liebherr's own personnel.

Marshall Leasing was one of a basket of companies invited to discuss and design an innovative approach to the service and support of the Liebherr fleet, one intended to align with the standards demanded by Liebherr's own customer base.

After a number of meetings it became clear to Liebherr that Marshall would be the superior choice supplier.

The Experience

Since changing provider Liebherr at last feels comfortable that it is being valued and understood as a client and also has access to competitive monthly rental rates. The tailored fleet outsourcing solution provided by Marshall allowed Liebherr to concentrate on its core business without the added burden of providing internal fleet and driver support. To date the feedback from drivers and from the business as a whole has been very positive.

Ed Werry (Project Accountant) said: "So far Marshall Leasing has delivered in every area of service thus ensuring we have as little involvement as necessary. They are proving to be a good choice of partner and one that values the long-term objectives of our business and its drivers."

