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**FRAIKIN BRINGS VEHICLES BACK TO LONGBRIDGE**

Contract hire and rental specialist Fraikin is bringing vehicles back to the famous Longbridge site in Birmingham, the former home of MG Rover, with the opening next week (4 November 2009) of its third dedicated used commercial vehicle sales location.

Spread over three acres alongside the busy Bristol Road South, this new sales site has the potential to display up to 350 vehicles of all shapes and sizes, from 3.5 tonne vans to 44 tonne tractor units and trailers.

It marks the first commercial activity to take place on this land since the majority of the MG Rover site closed in 2005. It also brings a significant amount of new business for the neighbouring Car Spa, which has signed an agreement with Fraikin to valet clean all of the used Fraikin vehicles arriving in Longbridge.

Commenting on the opening, Alistair Wood, Fraikin's Procurement and Services Director, says: "We wanted a high profile site which would generate both passing trade and be easy for buyers to reach – this area of land at Longbridge was available and ideal for our requirements. It will enable us to keep a wide-ranging stock of vans, trucks and trailers on-site at any one time, so there will truly be 'something for everyone'."

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“A key attraction of the site in Longbridge was the adjacent valet cleaning firm, which is literally on our doorstep. This has enabled us to reinvest directly back into the local area by providing them with a significant portion of new business,” he adds.

Expected to generate significant interest is large volume of dry freight double-deck Gray & Adams Trailers, varying between 4 and 2 years old, which will be arriving on site in batches over the next six months.

Chris Butcher, Head of Used Vehicle Sales at Fraikin, adds: “The new site in Longbridge will allow us to enhance the customer experience for buying used vehicles. Unlike many sites, which are tucked away on industrial estates, we’re in a prominent location with good access, plenty of parking and a huge selection of vehicles to choose from. It’s like a car supermarket for the commercial vehicle sector.”

The new site will be open Monday to Friday, from 8am to 4pm, and on Saturday’s by prior appointment:

Fraikin Ltd  
Bristol Road South  
Longbridge  
Birmingham  
B45 9UA  
Tel: 0845 6099919

It will support Fraikin’s two existing used vehicle sales sites in Garretts Green and Leeds.

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**Note to editor:** Fraikin is a leading provider of commercial vehicle fleet services in the UK, with nearly 15,000 vehicles under its management and a depot and office infrastructure spanning the whole of the country. As part of the Fraikin Group, established in France in the late 1940s by Gérard Fraikin, Fraikin first brought its fleet expertise to the UK in 1978. The Group operates nearly 220 integrated service facilities across Belgium, France, Luxembourg, Spain, Switzerland, Poland and the UK, and manages a European fleet of 64,000 vehicles. Fraikin employs over 3,000 staff across Europe, with a team of approximately 500 based in the UK. Services include commercial vehicle contract hire, fleet management and rental. Further information is available from [www.fraikin.co.uk](http://www.fraikin.co.uk)

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