



# EAGLE EYE

# RCV Parts First for Dennis Eagle



Dennis Eagle secured another first in the refuse collection industry in April when it broke news that it was awarding its aftermarket logistics parts contract to Lex Auto Logistics - the UK Market leader in the automotive aftermarket sector.

Coming after an extensive evaluation period of its existing logistics operation, the move has been introduced to ensure that Dennis Eagle continues to provide world class aftersales support in a period where demands to keep vehicles in service by minimising downtime has never been greater.



The Lex Auto Logistics operation is supported by a sophisticated £20m IT system.

The expertise and systems capabilities of Lex Auto Logistics, Dennis Eagle is confident that by striking up a third party relationship with them, customers will receive many tangible benefits from the initiative from the outset.

Whilst the 10 year contract will see Dennis Eagle's logistics parts operation transferred to Lex Auto Logistics based in Chorley, Lancashire, the all important direct contact with the customer base will remain the responsibility of Dennis Eagle, something the company was keen to retain due to their unique relationship with the customers.

As Dennis Eagle's Chief Executive, Mike Molesworth commented at the time: "By entering into a strategic alliance with such a leading aftermarket logistics specialist such as Lex Auto Logistics, we will be able to significantly enhance our service support offering to our customer base.

"Lex Auto Logistics not only has the proven management expertise through its involvement with such leading names as Leyland, DAF, Hyundai Cars, Isuzu Trucks and LDV, they have a sophisticated £20m IT system that is the benchmark in automotive logistics," he added.

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Lex Auto Logistics stock around 309,000 product lines and are involved in some 12.5m piece part movements.

### PARTS AVAILABILITY

With the logistics operation set to be fully operational by the end of July, Dennis Eagle is looking to improve parts availability from its current level of 91% to in excess of 95% by the year end.

It will be a relationship that will not only benefit the UK customer but also those who choose Dennis Eagle as their RCV option in France. Whilst we report in full on Dennis Eagle's developing French operation within the following pages of Eagle Eye, the company will call into use Lex Auto Logistics' European distribution facility in Metz in the north of the country.

So what will Lex Auto logistics look to assume responsibility for? Ranked in no order of priority are inventory management, demand forecasting, warehousing, distribution, invoicing and technical data management. At the same time, Dennis Eagle will look to introduce an electronic parts catalogue and web-based online parts ordering system - both designed to increase the efficiency of parts identification and order processing.

### PHYSICAL SPACE

By transferring its logistics operation from its manufacturing centre in Warwick, Dennis Eagle will have the capacity to accommodate future manufacturing expansion. Those involved in the Aftermarket Operation will also have greater opportunity to focus on developing new and innovative product lines to support the ongoing growth of this successful business unit.

As Managing Director of Aftermarket Operations, Paul Langham states: "The accuracy of the parts information that we and our customers will have access to via the logistics partnership will enable us to deliver the right part to the right place and at the right time.

"It will also benefit our 300 plus supplier base, as the sophistication of Lex Auto Logistics' demand forecasting software will lead to a more consistent parts production programme to be put in place," he added.

See the following article to gain further insight into the ground breaking relationship between Dennis Eagle and Lex Auto Logistics.

## Let's Look at Lex

Whilst the significance of the partnering agreement that has been reached between the two companies shouldn't be underestimated, neither should the expertise and sheer physical size of Lex Auto Logistics. So with the help of their marketing team, we provide below a brief insight into the structure of the company and its unrivalled capabilities when it comes to supporting all aspects of the automotive supply chain.

Lex Auto Logistics is a wholly-owned subsidiary of Lex Service PLC, which itself includes the RAC. With group sales of £1.8 billion, Lex Service PLC employs some 12,000 people. And as far as Lex Auto logistics is concerned, then what better place to start than to compare a few key parts statistics with those of Dennis Eagle, bearing in mind that we support the largest UK service network operation within the refuse collection industry.

### KEY STATISTICS

Whilst Dennis Eagle ships some 104,000 parts annually, Lex Auto Logistics handles some 12.5 million piece part movements. Match some 10,000 parts stocked by Dennis Eagle with 309,000 product lines and 3.5m customer order lines handled by Lex per annum, and add 2,700 UK delivery



locations from one central warehouse and 23 UK distribution centres and the magnitude of the Lex Auto Logistics operation becomes a little clearer.

As Paul Langham states: "This latest move underlines our previously stated intent on ensuring that our total service provision constantly evolves to meet the current and future needs of our customers. And as both Dennis Eagle and Lex Auto Logistics both encourage a culture of always seeking to provide more than is expected by the customer, we are confident that together we will set 'the benchmark' for customer service within the RCV industry."

"In addition to working on the introduction of electronic parts cataloguing and web-based online parts ordering system, we are already working on further new and exciting projects, full details of which will be made available to our customers later in the year," he added.

## Commercial Operations - A More Focussed Approach

In order to provide a more focused approach when dealing with both private and public sector customers, Dennis Eagle has introduced a number of improvements to the structure of its Commercial Operations Division which is headed Managing Director, Norman Thoday.

Within the UK, the sales structure now centres on two General Sales Manager; Mick Friend assuming responsibility for the south of the country with David Hennessey covering the north. Reporting directly

to Norman Thoday, both Mick and David now oversee a team of Regional Sales Managers. Mick's team includes Jonathan Thomas, Bob Tottey, Paul Hobday and Melvyn Davies, whilst David's team is made up of Roddy Morrison, Terry Unwin and Jim Roderick.

And in a move designed to improve customer communication back to Dennis Eagle, both the North and South region now have their own dedicated demonstration drivers: Stewart Graham and Brian Wanless serving the south

and Roger Davies and Terry Williams operating in the north.

Further changes within Commercial Operations sees responsibility for promotion and publicity within the UK and overseas rest with Marketing Executive Anne Kaarlela.

Dennis Eagle's export programme continues under the guidance of Derek Flynn, whilst Angela Ward and Richard Taylor continue in their roles as Sales Office Manager and Private Sector Support Manager.

## Phoenix 2 Takes to the Road

Whilst Dennis Eagle will once again be probably the best known absentee from the IWM in Torbay in June, the company remains intent on making its presence felt here in the UK, this time more so than ever in the north of the country and Scotland.

In a move which is designed to continue the impetus gained last year at Bosworth Hall with the much awaited launch of Phoenix 2 and the introduction of the Euro 3 chassis, Dennis Eagle is to hold a number of regional events for customers.

In addition to promoting the depth and strength of Dennis Eagle's product range within the RCV industry, visitors to the events will gain an insight into a number of cab and chassis improvements that are to be introduced as the year progresses. The events will also serve to promote the benefits that customers will gain from Dennis Eagle's decision to award its aftermarket logistics parts contract to Lex Auto Logistics.

Look out for further information on dates and times in the next issue of Eagle Eye or contact one of our Regional Sales Managers.



## Deepest Sympathy

It is with deep regret and great sadness that we report the untimely death of Mr Ian Hurlock who died suddenly at his home on April 8 after suffering a second heart attack.

Ian had worked for Dennis Eagle in aftermarket operations for 11 years, during which time he occupied the roles of Technical Sales Manager, Contract Maintenance Manager and Service Centre Manager at Warwick. A keen angler, Ian was not only a

good friend and colleague but valued employee of the business.

Having suffered his first heart attack in January, we all thought he was well on the road to recovery. Obviously this news came as a great shock to us all and I would like to express our deepest sympathies to his family at this difficult time.

*Paul Langham, Managing Director - Aftermarket Operations*

## Taking Scotland by Storm

Dennis Eagle found itself north of the border last month when the company attended the Transport & Waste Seminar 2002, an annual event organised by the Association of Public Service Excellence (APSE) and which Dennis Eagle has attended for the last 15 years.

The largest trade exhibition of its kind in Scotland, this year's two day event (May 8 & 9) attracted over 75 of the transport and waste sectors leading manufacturers.

And as Regional Sales Manager for Scotland, Roddy Morrison testified, "the event was not only extremely well attended, it provided us with the perfect platform to add further impetus to the launch programme of Phoenix 2, this time in Scotland."

Understandably so, Dennis Eagle had on display a Phoenix 2 23 based on the Elite chassis and bearing the



North Ayrshire District Council's Phoenix 2 23

livery of North Ayrshire District Council. Other recent orders include Lex Transfleet for Dumfries & Galloway, Aberdeenshire and Edinburgh.

### SEMINAR PURPOSE

One of the most important aspects of the APSE seminar is that it provides delegates with the opportunity to share experiences and information with other practitioners. In bringing together key stakeholders from across

all sectors, discussions are encouraged to take place in an open and transparent manner on issues of direct importance to transport and waste services across Scotland.

Up for discussion this year were issues such as current innovative practice; the use of new technology; the potential within new powers to trade; best practice in recycling and how to maximise specialist fleet management.

## Phoenix 2 - Proving itself in the Field

The initial uptake of the Phoenix 2 product following last September's launch at Bosworth Hall has exceeded the expectations of everyone at Dennis Eagle. And by October of this year, it is now expected that Phoenix 2 will amount to half of all production output for bodies against forecasts of one third.

"The speed with which the market has switched from the original Phoenix to the new generation Phoenix 2 has far exceeded our expectations. It has quickly gained acceptance amongst both private and public sector fleet operators, and the overall feedback that we are receiving is extremely encouraging," states Dennis Eagle's Norman Thoday.

So what does one of the early operators of Phoenix 2 have to say about the product? "They're the Rolls Royce of RCVs" - well that's how John Williams, Cleansing Supervisor at

Merthyr Tydfil County Borough Council refers to the five Phoenix 2s that are operating in the Council's 100% Dennis Eagle fleet.

Forming part of a fleet of 11 RCVs at Merthyr Tydfil, three of the Phoenix 2s feature the Dennis Eagle 6 X 2 lift axle chassis with 15m<sup>3</sup> bodywork and Otto bin lifts, whilst the remaining two have 9m<sup>3</sup> capacity bodies and Terberg Tinaman binlifts fitted to the 4 X 2 chassis.

"We have only had one minor teething problem with the Phoenix 2s since they came into service and this has now been quickly rectified by Dennis Eagle's Engineer, Dave Thomas. We are 100% Dennis Eagle and the Phoenix 2s must be proving themselves as we've had no complaints as yet from the teams who drive and operate them!" adds John.

## International Round-up

For this issue of Eagle Eye we focus on the development of Dennis Eagle's strategy that has been designed to ensure a successful penetration in the French RCV market, and to do so we call in the expertise of Alain Chapouthier, General Manager of Dennis Eagle France. But first we take a trip over to Dennis Eagle's agents in Ireland who have quite literally got off to a 'racing start' in 2002.

## Manvik & Dennis Eagle in Pole Position

Whilst Dennis Eagle's distributors for Northern and Southern Ireland used a two day open day in March to launch the Status Motorsport Formula Renault team owned by Manvik Plant's Managing Director, Alan Kershaw, they also took the opportunity to introduce the Phoenix 2 and numerous other Dennis Eagle RCV products to new and existing customers. And all from their new purpose-built 27,000 sq ft. head office facility in Dublin.



The Phoenix 2 with Euro 3 Elite Chassis in the livery of Dublin City Council. One of 55 Dennis Eagle RCVs that are on contract hire from Manvik with the council.

As General Manager of Manvik, Martin Ryan commented:

"The two day event was hailed a huge success by everyone involved. It enabled customers to view the very latest product offerings, including the likes of Dennis Eagle's Phoenix 2, and from a number of organisations involved in the supply of RCV componentry."

Having been distributors for Dennis Eagle for Ireland since 1994 - the company having a Belfast base as well as Dublin - Manvik is a prominent supplier of Dennis Eagle chassis and bodies into both private and public sector RCV fleets. And with Phoenix 2 already proving to be a huge success in

Ireland, both Manvik and Dennis Eagle are looking to the future with continued optimism.

### 30 PHOENIX 2S

"Despite having only been launched last September, we have already placed orders for 30 Phoenix 2s, some of which have been delivered and which are proving themselves in the field of operation. It is a product that has been widely received here in Ireland and we see no reason why this wave of optimism shouldn't continue," added Martin Ryan.

In addition to having occupied their new 27,000 sq. ft purpose-built head office facility, Manvik - specialists in the supply of RCVs as well as contract and spot hire facilitators - has also acquired a two acre site adjacent to the new facility which has been ear marked for future expansion.

So having launched the Formula Renault Team with flying colours and already seen sales of Phoenix 2 accelerate from a racing start, it looks as if Manvik and Dennis Eagle are in pole position and on track to take the chequered flag when it comes to the Irish RCV circuit.



The Status Motorsport Formula Renault Racing Car on display at Manvik.

# The French Connection

Alain Chapouthier, General Manager of Dennis Eagle France



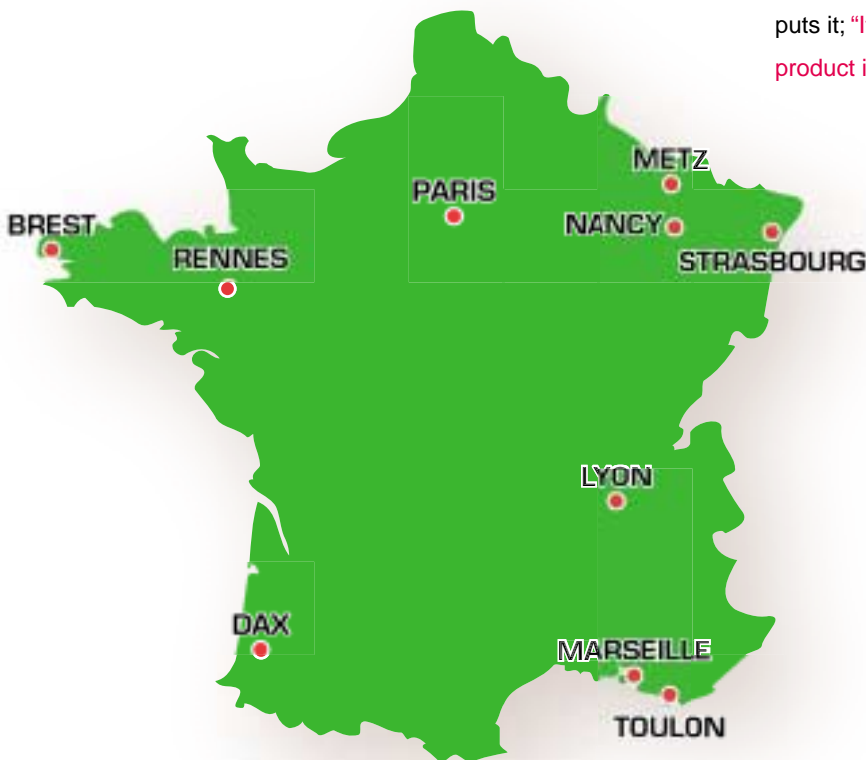
The man on the ground that is responsible for spearheading Dennis Eagle's penetration of the French RCV export market is the highly-experienced Alain Chapouthier, General Manager of Dennis Eagle France. Eagle Eye took time to catch up with him to report on how the carefully thought out strategy for the French market is taking shape.

## A STRONG BASE

It is now only a matter of time before the first Dennis Eagle Phoenix 2 demonstration vehicle is put to the test on the streets of the country's capital, Paris. And it will be the culmination of eighteen months effort and commitment by those involved in the project this far: the final piece of a jigsaw that has centred on creating the correct infrastructure from which success can be attained.

Having achieved homologation of the chassis at the Services Des Mines on March 11, the Phoenix 2 body is set to be tested for the appropriate 'Safety Road Regulations' on June 6. From here it's into the field on June 17: a date that will see representatives from Dennis Eagle travel to Paris to oversee the all important inaugural vehicle demonstrations.

And whilst there has been a great deal of focus on the development of the Phoenix 2 for the French market, an RCV that will hit the streets with the new Gamma bin lift developed specifically for this market, it hasn't been at the expense of other equally important business issues. As Alain Chapouthier puts it; "It's a new company, run by a new team, with a new product in a new market."



## SERVICE DEALERS

- **MEUNIER S.A**  
- in Brest and Rennes (West)
- **MANU LORRAINE**  
- in Nancy, Metz & Strasbourg (East)
- **SQUARA**  
- in Lyon (Centre)
- **HYDROMECA**  
- in Paris north west
- **MOULET**  
- in Paris south
- **ATIS**  
- in Marseille and Toulon (south east)
- **DUVIGNAU**  
- in Dax (south west)

From its base in Valence, south of Lyon, Dennis Eagle France will call upon a network of seven aftersales service dealers (see their locations below) who have already been appointed to support the product. In addition to assuming responsibility for maintenance during the vehicle warranty period, each service dealer will support the customer demonstration programme, carry out full pre-delivery inspections and be in attendance at vehicle handover. They will work under the close supervision of Alain's right hand man, Technician Philippe Bry. With a wealth of experience in vehicle repair in France, Philippe will coordinate the progressive and hectic demonstration programme that is already in place.



The French demonstration vehicle

In bringing all aspects of the business together, Alain is quick to call on the support he has received from many people within Dennis Eagle. In addition to the undivided attention he has had from Andy Graves in terms of product and technical development, there has been invaluable input from Brian Gore, John Twomey, not to mention Derek Flynn, Norman Thoday and Mike Molesworth. And without the input of Geoff Henson, Brian Jones, Douglas Brown and Tony Elsip in helping develop all the technical manuals and literature in French and Pat Campbell's and Paul Gardner's ongoing assistance in parts, Alain believes the programme would not be where it is today.

"The impending launch of Dennis Eagle France is extremely exciting and comes as a result of a combined team effort. I am confident the structure that we have in place, combined with the quality of the product that we are going to market with, will ensure that Dennis Eagle achieves success in penetrating the French market," adds Alain.

## PRODUCT RANGE

Whilst Dennis Eagle will enter France on the back of the Phoenix 2 based on both the narrow and standard Elite 4 X 2 chassis, the 6 X 2 rear steer is set to be launched in France at the Pollutec Show in November - an exhibition that will see Dennis Eagle take a number its own UK customers to experience the French RCV market first hand.

"Pollutec is a big investment for Dennis Eagle France and we intend to capitalise on it as much as possible, hence the reason for using the show to launch the 6 X 2 rear steer in both a standard and narrow version. This will be followed by the introduction of a 20m<sup>3</sup> body towards the year end, a move which will ensure we have access to Dennis Eagle's entire product range from the start of 2003," concludes Alain.

Look out for further progress reports from France in the future issues of Eagle Eye.



Although rear steps are rarely used in the UK, the French specification requires them as standard with EN1501 interlocks to ensure safe operation.

## It's a 'Beta' Hoist by Far!

Dennis Eagle has expanded its bin lift product offering by introducing the new Beta 2 for the Phoenix 2.

Echoing the modular design of the Phoenix 2, the new Beta 2 bin lift - whilst retaining its 500kg lifting capacity - has been designed to simply bolt on to any hopper equipped for wheelie bin operation, without the need for welding. This is a design feature which enables the bin lift to be quickly and efficiently swapped between vehicles, if required.

Using the same lifting mechanisms as deployed on Phoenix 2, the Beta 2 bin lift - suitable for Euro wheeled bins and Paladins - is also easier to service and maintain: design features that will hopefully maintain its appeal amongst both private and public sector trade refuse collectors.



Designed as a 'bolt-on' optional bin lift, the Beta 2 with Mark Crandon Senior Design Engineer in the Phoenix 2 product range.

## Improved Fuel Economy

Whilst the fuel economy of a road vehicle is affected by many variants - stop/start, hill climbs, driving with a heavy foot, use of the parking mechanism and wrong and incorrect gear changes etc - the Phoenix 2 based on the Euro 3 Elite chassis is already delivering some impressive figures when it comes to fuel economy.

From the 'Road Relay' (on-board engine monitoring) system installed in one of the first Phoenix 2 production vehicles, Dennis Eagle are achieving up to a 20% improvement in MPG performance when compared to the Euro 2 equivalent.

*"The early indications are very promising indeed," comments Norman Thoday "and are in line with our pre-launch expectations of Phoenix 2 based on the Elite Euro 2 chassis."*

As with any product development programme, Dennis Eagle's technicians will be closely monitoring the ongoing fuel performance of the Phoenix 2 and Euro 3 product, so look out for further updates as the product moves through its life cycle.

## COMMENTS & FEEDBACK

In line with its philosophy of continuous improvement, Dennis Eagle welcomes feedback regarding Eagle Eye.

Please send any comments on the design & content to:

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WE AWAIT YOUR COMMENTS !