

Babcock hauls in DAF sales dealer of the year award

Babcock's Transport Solutions business recently scooped up the award for Best Sales Dealer Sales Operations for 2017 at the annual DAF Sales and Marketing conference held in Eindhoven, Netherlands in February this year. This accolade represented the highlight of the gala dinner where Babcock outshone 52 dealers from 48 across the world to win the exclusive award.

Mark Gavin, Sales Director Transport Solutions, accepted the award on behalf of Babcock and says he was honoured to bring home the trophy for his well-deserving team.

"This is a significant achievement for Babcock, as 2017 was a year of hard work for the team. All the effort has paid off and we've enjoyed a record year in terms of sales," says Gavin. "In this financial year we have doubled sales of DAF Trucks since three years ago," enthuses Gavin. He adds that 2017 was a stellar year for Babcock's Transport Solutions business, and sales of DAF Trucks in South Africa is seeing steady growth.

He attributes much of this success to support from DAF Netherlands that has enabled the Babcock sales team to offer customers attractive deals and increase visibility of the DAF fleet on South African roads.

Babcock became the exclusive distributor of DAF Trucks in South Africa in 2010 and has since made strong in-roads in a highly competitive market. "In the past eight years we've focused on establishing some blue-chip fleets and building our relationships with existing and new customers," says Gavin.

DAF is one of Europe's most popular transport solution supplier and since its introduction into the South African market, the DAF Trucks brand has become a force to be reckoned with.

Built for the long haul, the DAF XF105 offers low operating costs, high revenues per kilometre to the operator and maximum comfort to the driver, making it the preferred choice for many of Babcock's logistics customers, and remains Babcock's best-selling truck.

The day-to-day performance of the vehicles is further reinforced by DAF Trucks' excellent productivity and fuel consumption. Coupled with this is Babcock's extensive regional network of sales and support centres, first-class availability of parts, 24-hour emergency assistance 365 days of the year, and overall total transport solutions designed to maximise earnings per kilometre. Tailor-made repair and maintenance contracts are available as well as full after-market support. Strategically located parts distribution centres ensure that parts are always available and strong emphasis is placed on continuous development and training of our technical staff.

In addition, Babcock Finance offers an extensive range of competitive financing options and the company has recently extended its financing portfolio to include operating leases and rentals. Rental options reduce financial risk to customers and improve client cash flow, and come with full maintenance packages. These and other versatile and bespoke finance packages make the world-class DAF Trucks more readily available to the local market, benefitting not only operators but also a wide spectrum of industry.

Designed and tested to perform optimally in harsh local conditions, DAF Trucks are suitable for many applications ranging from long distance haulage to regional and construction transport.

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