



Herd **ADVANTAGE**

The flexible **Licensee Solution** that delivers more.

Enjoy HUGE savings throughout
the entire lifetime of your vehicles.



herdadvantage.co.uk
01372 747 333

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Vehicle Procurement

Herd Group buying power gives you a MASSIVE market discount on your vehicles. Outright purchase and Rent-to-buy.

8



Fleet Management

Herd Group expertise delivers HUGE savings on servicing, maintenance and repairs – as well as minimising vehicle downtime.

12



Vehicle Disposals

Herd Group experts and UK-wide network of partners maximises your resale values and takes the hassle out of vehicle disposals.

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About Herd Group

Herd Group is the trusted fleet partner for businesses of all sizes throughout the UK, from national PLCs to local family firms.



Brilliant fleet solutions
Amazing customer **CARE**.

Herd Advantage is the
commercial vehicle
Van Hire Licensee
Solution from Herd
Group that offers
licensees **brilliant
discounts and savings**
throughout the entire
lifetime of their vehicles.

INTRODUCTION

Herd Group has grown massively since we started in 2014, but we've never forgotten our roots in successful retail Van Hire.

We wanted to bring all of our expertise, scale and buying power to the retail Van Hire market and offer a Licensee Solution that delivers more for you.

One that really understands the challenges you face, and provides support and cost savings for every aspect of your business.

Herd Advantage leverages all the expertise in Herd Group, our buying power, and our Customer CARE approach, to offer a Licensee Solution that goes above and beyond any others.



Gemma Dickson
Managing Director, Herd Group.

ABOUT HERD ADVANTAGE

How Licensee membership works

From only

£50

PER MONTH



Minimum purchase of
10 vehicles per year.

OR



Have your fleet
vehicles on our Fleet
Management service.

Added-value benefits for Licensees



Finance
partnerships



Know-how
and advice



Amazing
Customer CARE
That others can't match.



Extensive retail
van hire expertise



Preferential access
to industry partners



Marketing
support
Optional extra.

★★★★★ Reviews

“

Partnering with Herd through the Herd Advantage Licensee model has been one of the best decisions we've made.

“

The Licensee model gives us access to Herd's buying power, fleet expertise, and systems like Herd Connect, all of which help us run our business more smoothly and serve our customers better.

“

The support we receive from the Herd team is second to none, they're always helpful, quick to respond, and care about our success.

VEHICLE PROCUREMENT

OUTRIGHT PURCHASE

RENT TO BUY

COMPREHENSIVE CHOICE

ICE, HYBRID & EV

CUSTOMISATION

FINANCE OPTIONS

Outright purchase

Herd Group buying power gives you a MASSIVE market discount on your vehicles.



EXCELLENT DISCOUNTS

19-40%



RAPID LEAD TIMES

Stock on the ground.



DELIVERED DIRECTLY

To your premises.

Rent to buy

Rent vehicles for a period at low market rates, with discounted purchase at the end of contract.



LOW RENTAL COSTS

Low purchase cost.



ENHANCE CASHFLOW

Retain business capital.



FLEXIBLE RENTAL TERMS

And purchase options.

Herd Group scale and volume, as well as the strength of our manufacturer relationships, means we can provide our licensees with fantastic, market-beating discounts.

Finance partners

What's more we have partners in place to help with financing with whom we have very longstanding relationships and can offer great solutions.

Rent to buy

Alternatively, Rent to Buy is another option. We're flexible about the rental period and can set that according to the type of vehicle.

VEHICLES

Comprehensive choice



3.5T VANS



LARGE VANS



MEDIUM VANS



**TIPPERS & DROPSIDES
SINGLE & DOUBLE CAB**



SMALL VANS



PICKUPS



Mercedes-Benz



CITROËN

Commercial Hybrid & Electric Vehicles



**Ford
PHEV Ranger**

Fuel Consumption Combined
(WLTP - GB Mainland Only)
33.2 mpg



**Ford
PHEV Transit Custom**

Fuel Consumption Combined
(WLTP - GB Mainland Only)
40.4 mpg



**Ford
E Transit Custom**

Range up to 204 miles
Loadspace 6.80M3



**Mercedes
eVito V**

Range up to 200 miles
Load 774 Kg

Whether the longer-term future is battery electric or hydrogen remains to be seen. Either way, you can rely on Herd to be ready with the best fully electric commercial vehicle options to meet your needs.

Our expert team marries in-depth market research with our unrivalled Customer CARE ethos to ensure we can provide you with the best alternatives to keep your business at its most productive.

Customisation however you need it



SIGNWRITING & WRAPPING

From discrete decals to eye-catching all-over wraps.



SPECIALIST EQUIPMENT

Just tell us what you need and we'll kit it out ready for work.



CHAPTER 8

All done exactly to Government standards.

Finance options

Available through our preferred finance partners.



Hire Purchase and Leasing options



Low deposits and balloon payments.



Competitive rates.



Efficient and professional service.



Fleet and credit-lines arranged.



Prime and Sub-prime finance options.

HIRE PURCHASE

Option of ownership
Often requires all VAT upfront
Fixed payments and interest rates
Equity can be built up by the end of the agreement
Frees up cash for other business use
Can refinance at the end of term

LEASING

Low initial outlay
VAT paid throughout the agreement
No outright ownership
Fixed monthly rentals
Retain majority of sale proceeds (up to 95%)
Option to extend lease - secondary period
Frees up cash for other business use



Herd ADVANTAGE

Herd Connect

FLEET MANAGEMENT

SERVICING

MAINTENANCE & REPAIR

ACCIDENT MANAGEMENT

INSURANCE

COMPLIANCE

CONSULTANCY

TECHNOLOGY

HUGE savings on vehicle running and lifetime costs

KEY SERVICES



All aspects of
Fleet Management



Servicing,
maintenance
and repairs



Accident
Management



Purchasing power,
insurance etc.

KNOW-HOW & CARE



Experience,
expertise & advice



Referrals to
key partners



BVRLA
Membership



Amazing
Customer CARE

As a Herd Advantage Licensee you enjoy huge savings on the running and maintenance of your fleet. And it doesn't just have to be the vehicles you buy from us. We can manage your existing fleet and other vehicles you own that you didn't procure through Herd.

Reducing VOR - Vehicle Off Road time

Our proactive approach to maintenance events, combined with our vast National network of garages and specialists means your vehicles are off the road less frequently and for less time.

BIG savings on maintenance & repair

What's more, our buying power and in-house expertise means you'll benefit from much lower maintenance and repair costs making significant savings across your fleet in next to no time.

Full features list

Keep your fleet running at maximum efficiency and SAVE on a broad range of services including: vehicle acquisition, service and maintenance, repairs and driver management through to de-fleet and disposal.

We provide a brilliant combination of experience, expertise and advice, innovative products and technology, competitive pricing and - of course – our amazing Customer CARE.



**Complete
Fleet Management**



**Fleet
Administration**



**Vehicle
Management**



**Fleet Logistics
and Storage**

Additional charges
may apply



**Customer
Dashboard**



**Fleet
Compliance**



**Optimised
Fleet Lifecycle**



**Fleet
Consultancy**



**Drivers'
Walk-around app**



**Servicing and
Maintenance**



**Accident & Repairs
Management**



**Flexible
Vehicle Rental**



**Licence
Checking**



**Fuel Card
Management**

Recent Fleet Management savings examples

EV BATTERY REPLACEMENT

Challenging the warranty

SAVING
£3600

A customer's EV car (that we'd taken on as part of their fleet) had battery issues that were out of warranty and the initial bill was quoted at £6600. We followed up first with the dealer and then Customer Services to complain that this shouldn't be going wrong at this age.

The Herd team's expertise and perseverance resulted in a contribution back from the manufacturer of £3600.

ENGINE REPAIR

Manufacturer goodwill rebate

SAVING
£4000

Our team challenged a quote of £8000 for an engine repair that was out of warranty. Because we know who to contact at the manufacturers and how to challenge this kind of problem we were able to secure a 50% goodwill rebate for our customer.

SHOCK ABSORBERS

A goodwill win!

SAVING
£684

Following extensive negotiations with this garage, we saved £684.08, as they originally said that the shock absorbers were not covered under the warranty.

Herd took it up with the Service Manager and our contact at Renault Fleet and we were then offered 90% goodwill reducing the bill by almost £700!

BRAKE DISCS

Only essential repairs authorised

SAVING
£219

Our in-house team challenged this garage to ensure only the correct work was carried out on this vehicle. When the garage requested authorisation for brake discs and pads, we queried the thickness of discs in order to confirm whether they were actually required. We were able to confirm that the disc thickness was within the manufacturers specification and therefore the work was not required.

UNNECESSARY SERVICE

Challenging the garage

SAVING
£187

This garage was charging for a service that was not required. The Herd team questioned if the service light was on, as they didn't think this vehicle required a service at this mileage. This was the case and resulted in the garage taking the service off of the authorisation.

FUEL & AIR FILTER

Ensuring warranty compliance

SAVING
£108

Herd's in-house technical team challenged that this service did not require the fuel and air filter change, due to the age of vehicle.

Our team also requested that the oil grade was added to the job which is an important factor when asked to provide service history for a warranty claim.

VEHICLE DISPOSALS

MAXIMISE VALUE

ZERO HASSLE

EXPERT REMARKETING

NATIONAL NETWORK

CURRENT & FUTURE FLEET

Expert, can-do vehicle remarketing



Experts in
maximising
vehicle resale
values



National network
of trade partners,
dealers and
auction houses



Accurate
condition
reports



Graded to
industry
standards



Full mechanical
sign-off

Why sell though Herd?



Priority access to our national network



Take the hassle out of selling



Hundreds of established customers



Friendly, helpful, no-nonsense approach



Access to larger market (auctions etc)



Preferential rates



Trusted, established, national brand.



Best price promise

Our Vehicle Disposal service will maximise the resale value of your end-of-life vehicles, at the same time as reducing the associated costs and taking the hassle and headaches completely off your hands. Regardless of whether you bought the vehicles from us.

Maximising vehicle resale values

Our extensive network of trade partners, dealers, auction houses and scrappage firms means we can secure the best resale values whatever the condition of your vehicles - even non-runners.

Zero hassle, lower costs.

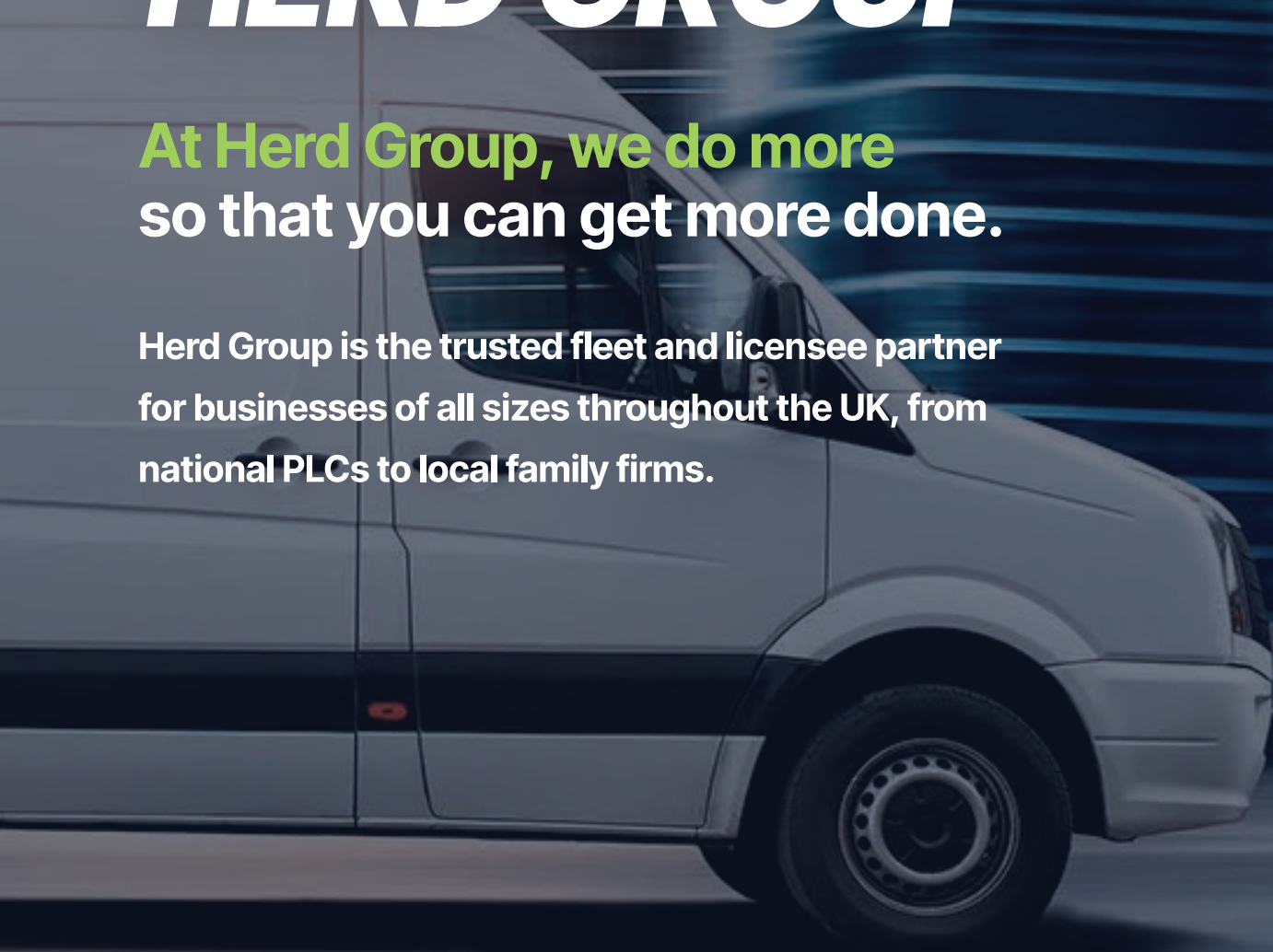
Our dedicated, expert team know the best route for any vehicle disposal and take care of everything for you. And the quantity of vehicles we sell means we get the lowest of rates from a wide choice of auction houses.

HerdADVANTAGE

ABOUT HERD GROUP

**At Herd Group, we do more
so that you can get more done.**

Herd Group is the trusted fleet and licensee partner for businesses of all sizes throughout the UK, from national PLCs to local family firms.



Our Licensees love our three clear, winning principles

1

COMPREHENSIVE

To provide the most comprehensive range of commercial vehicle and fleet solutions available.

2

SIMPLICITY

To keep things admirably simple and straightforward for everyone involved.

3

CARE

Total commitment to providing exceptional Customer CARE and a can-do attitude to everything we do. Nothing is ever too much.



**Customer focus.
Always.**



**All together.
One team.**



**Responsible
attitude.**



**Entrepreneurial
spirit.**



We have built our business on the core principals of our Customer CARE ethos. Our customers are at the heart of everything we do. We strive to always deliver amazing Customer CARE. Within our industry, Herd is synonymous with CARE.

The Herd Group story

2014

Established
B2C Retail Van hire.

2015

**Business
Rental**

2016

**Franchise
network launch**

2017

**Used Vehicles
Sales network**

2020

Scale up
3rd biggest buyer
of Ford Commercial
product in the UK.

2021

Herd Connect
Introduction of
Fleet Management
service.

2022

**EV & Hybrid
powertrains**

2023

**Expansion and
consolidation**

2024

**Herd
Synergy**

2026

**Herd
Advantage**

FREQUENTLY ASKED QUESTIONS

How many vehicles am I required to take each year?

To become a Herd Advantage licensee you will need to commit to procuring a minimum of ten vehicles a year from Herd.

What if I can't commit to ten vans a year?

Please discuss with the team and we could offer an alternative discount for outright purchase on case-by-case basis.

How do I order a new vehicle?

It's easy! Just get in touch with one of the Herd Advantage team who will source and arrange your new vehicle for you.

What are the retention details?

V5 retention in Herd Group's name for up to 12 months depending on the manufacturer.

THE HERD ADVANTAGE TEAM



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NOTES

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