



Herd[®]SYNERGY

Brilliant Fleet Solutions. Amazing Customer CARE.

**Enjoy HUGE savings throughout
the entire lifetime of your vehicles.**



herdgroup.co.uk
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4



Vehicle Rental & Rent-to-buy

Low cost, flexible, scalable alternative to long term hire & leasing. EV, Hybrid and ICE vans available.

8



Fleet Management

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

12



EV Transition planning & strategy

Our EV experts work with you to design an effective, efficient and de-risked EV transition solution completely bespoke to your business.

14



Vehicle Remarketing

Our experts and UK-wide network of partners, maximise the resale values of your owned fleet and take the hassle out of vehicle disposals.

16



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 Synergy is the
commercial vehicle
flexible fleet solution
from Herd Group that
delivers brilliant savings
for your business
throughout the entire
lifetime of your vehicles.**

Every business has different requirements of their fleet, but with one key aspect in common – maximising on-road usage.

We bring all of our expertise, scale and buying power to build a **bespoke, flexible, scalable Fleet Solution that delivers huge savings for your business.**

Our flexible Herd Synergy approach means you can **blend our four key service lines to exactly suit the needs of your business.**

And our Herd CARE commitment means everyone on our team is driven to keep the wheels of your business turning, earning you money - not draining your cash through downtime.



Gemma Dickson
Managing Director, Herd Group.

ABOUT HERD SYNERGY

HUGE SAVINGS at every stage of your fleet's lifetime.



Herd Business

**Vehicle rental
& Rent-to-buy**

LOW COST • EV, HYBRID, ICE



Herd Connect

**360° Fleet
Management**

FREE TO HERD SYNERGY CUSTOMERS



**EV Transition
strategy & planning**

FREE TO HERD SYNERGY CUSTOMERS



**Vehicle
Remarketing**

HIGHER RETURNS, ZERO HASSLE

Reviews  **4.8** ★★★★★
148 Reviews

“

We have used Herd for our 14 vehicle fleet for 5 years now, everything works nice and smooth just how it should be. Any issues are dealt with quickly and professionally.

“

Love working with Herd. The whole team are professional and committed to delivering A1 service. Sarah and the sales team are super responsive. The operations team are brilliant and deliver swift resolutions.

“

Herd are an ideal choice for any business seeking local or national coverage, always putting their customers at the heart of what they do. Their in-house team is friendly, helpful, and easy to communicate with.



Herd[®] Business

VEHICLE RENTAL & RENT TO BUY.

FLEXIBLE & SCALABLE

ICE, HYBRID & EV

WIDE CHOICE OF VEHICLES & MANUFACTURERS

CUSTOMISATION

SIGNWRITING & WRAPS

Saving businesses from the costs of fleet ownership and traditional leasing.

Low cost, scalable van rental built around your business. ICE, Hybrid & EV. Kitted-out to your requirements. Rent-to-buy option.

Flexible, easy, and great value. Reliable vehicle allocation, predictable costs, optional maintenance support, and the ability to scale up or down as your contracts change. Powered by **Herd Business**, the UK's most comprehensive commercial van rental.

WHY CHOOSE HERD CONNECT

Real, measurable business gains



Predictable monthly cost, protects working capital.



Reduced fleet admin and renewal paperwork.



Less downtime, more uptime.



Optional maintenance bundle to remove the operational burden.



Rent-to-buy option to convert rental into ownership later.

WHAT YOU GET

The winning features



Short, medium & long term
Rental from 28 days. Adjust the term as your operations change, no penalty surprises.



EV, Hybrid & ICE
Choose the right powertrain for each route. We help de-risk the EV transition with strategic guidance.



Kitted-out to your spec
Racking, livery, refrigeration, Chapter 8, your vans arrive ready to earn from day one.



One van or a whole fleet
Single-van replacements right through to multi-site fleet supply, scaled around your contracts.

Comprehensive choice of vehicles and manufacturers



3.5T VANS



LARGE VANS



MEDIUM VANS



**TIPPERS & DROPSIDES
SINGLE & DOUBLE CAB**



SMALL VANS



PICKUPS



VAUXHALL



PEUGEOT



VW



Ford



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.

SERVICES

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.

Need your van customised with signwriting or specialist internal equipment such as a bespoke size tail lift, racking or a metal floor? All this can be accommodated and either added to your weekly payments or paid in full by invoice. Just tell us what you need and consider it done!

Replacement loan vehicles



Every situation that requires a replacement vehicle is different and with Herd Business flexible van rental we despatch replacement loan vehicles fast to keep you on the road.

HOW IT WORKS

Simple. Friendly. Fast.



Friendly consultation.

We listen to your operation, vehicle types, mileage, geography, contract length.



Right vehicles. Right specs.

We recommend the right vans, payload, body, fuel, and any bespoke fit-out you need.



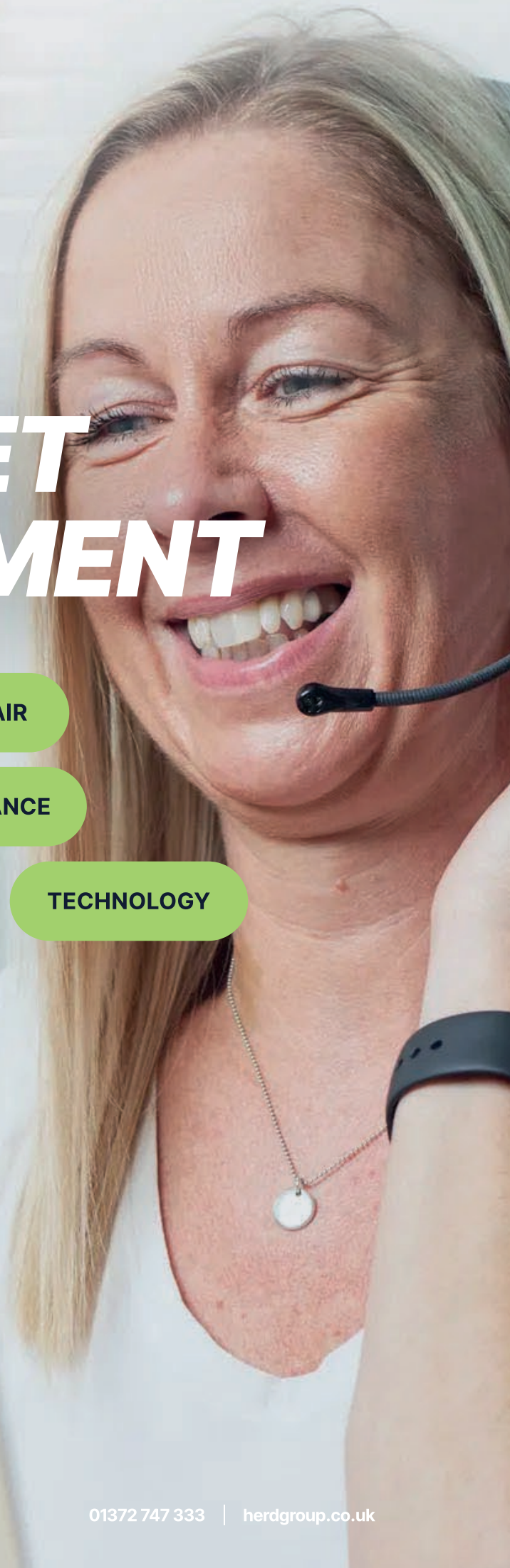
Clear terms. Clean handover.

Transparent terms, no hidden extras, vehicles delivered ready to work.



Amazing Customer CARE.

24/7 hotline, planned maintenance, and a single point of contact for the life of the hire.



Herd[®] Connect

360° FLEET MANAGEMENT

SERVICING

MAINTENANCE & REPAIR

ACCIDENT MANAGEMENT

INSURANCE

COMPLIANCE

CONSULTANCY

TECHNOLOGY

Everything for your fleet completely taken CARE of. All for free.

Save by minimising vehicles off-road & fleet downtime as well as on servicing, maintenance, repairs, running costs and admin hassle.

Herd Connect acts as an extension of your team, removing the hassle, coordinating maintenance, ensuring cost control, compliance oversight, and consistent uptime, and surfacing the data you need to make smarter cost decisions – all without expanding your headcount.

WHY CHOOSE HERD CONNECT

Real, measurable business gains



Owned, leased and mixed fleets supported.



Manage non-Herd vehicles and grey fleet too.



Proactive scheduling reduces unplanned downtime.



Replacement vehicle support during repairs.



Single point of contact for everything fleet.

WHAT YOU GET

The winning features



Servicing, MOTs & Repairs
Bookings, recalls, planned maintenance and repair coordination, all on our side of the line.



Compliance & duty of care
Licence checks, document management, audit trails, so you're 100% compliant 100% of the time.



Penalty & PCN management
We handle the paperwork on parking notices, congestion charges and clean air zones.



Cost control analysis
Live dashboards on utilisation, downtime and total-cost-of-ownership, with monthly reviews.

EVERYTHING TAKEN CARE OF

Full features list

Keep your fleet running at maximum efficiency and SAVE on a broad range of services including: 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**



**BVRLA
Membership**



**Purchasing power,
insurance etc.**

HOW IT WORKS

Easy. Friendly. Proactive.



**Onboarding
audit.**

We map your existing fleet, owned, leased, mixed, and identify the quick wins.



**Centralised
admin.**

We take over servicing schedules, document management, PCNs, and supplier coordination.



**Live
monitoring**

Your custom Herd Connect dashboard shows utilisation, downtime and cost trends in real time.



**Quarterly
review.**

We meet quarterly to review performance, surface savings and recalibrate as your operation evolves.

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.

EV TRANSITION PLANNING & STRATEGY

ZERO DISRUPTION APPROACH

ICE ON BACK-UP

SMART PHASED TRANSITION

100% DE-RISKED

FREE SERVICE

Let's make your EV transition smooth, easy and smart. Free service.

Operational disruption and infrastructure concerns remain the two biggest barriers to EV adoption. We remove both.

EV transition isn't about swapping diesel for electric and hoping for the best. It's about protecting your operation. Our EV experts work with you to design an effective, efficient and de-risked EV transition solution completely bespoke to your business.

WHY CHOOSE HERD CONNECT

Zero disruption. Data driven. De-risked.



Dedicated to zero business disruption.

At Herd Group, our EV transition service has one simple principle: zero disruption to your day-to-day operations.



Smart decisions driven by the data.

We gather multiple data-points about your vehicle usage and routes before any decision is made, allowing us to identify which are truly ready to transition.



EV on the road. ICE on back-up.

To de-risk the transition even further, Herd also offers EV trial pilots with ICE vehicles on standby as back-up.

HOW IT WORKS

Informed. Planned. Smart.



Thorough vehicle usage audit.

We map your current vehicle usage to understand your fleet imperatives.



Identify the easy wins.

We identify the "easy" routes to transition first and put a strategy in place for your full fleet.



Gradual deployment of EVs.

Phased deployment allows us to assess the effectiveness of the transition.



Monitoring and ongoing evaluation.

We continue to monitor and evaluate your transition making any adjustments where necessary.



VEHICLE REMARKETING

MAXIMISE RESALE VALUE

ZERO HASSLE

EXPERT REMARKETING

NATIONAL NETWORK

CURRENT & FUTURE FLEET

FAST SALE

Maximise the resale values of vehicles on your owned fleet. Fast.

Expert, friendly, vehicle remarketing through our UK-wide network of established customers and industry partners.

Leverage our scale, expertise and extensive network of customers, partners, dealers and auction houses to secure the best price for your vehicles, whatever their condition, even non-runners. The quantity of vehicles we sell means we enjoy exceptionally low charges from a wide range of auction houses.

WHY CHOOSE HERD REMARKETING

Best price. Zero hassle. Lower costs.



Best price promise due to our scale, reach, volume and trusted brand.



Fast sale for any vehicle, in any condition, even non-runners.



Priority access to our national network means your vehicles reach a larger market.



We do everything for you including settling any outstanding finance.



Flexible sale options: sell via our service, sell to us, or part exchange.

HOW IT WORKS

Easy. Friendly. Fast.



Fleet inventory.
Send us your disposal list, VRMs, mileage, condition notes, and we will respond same week.



Vehicle preparation.
Inspection, repair as needed, signwriting removal, full valet, mechanical sign-off.



Best buyer matching.
We route each vehicle to the buyer most likely to pay the strongest price.

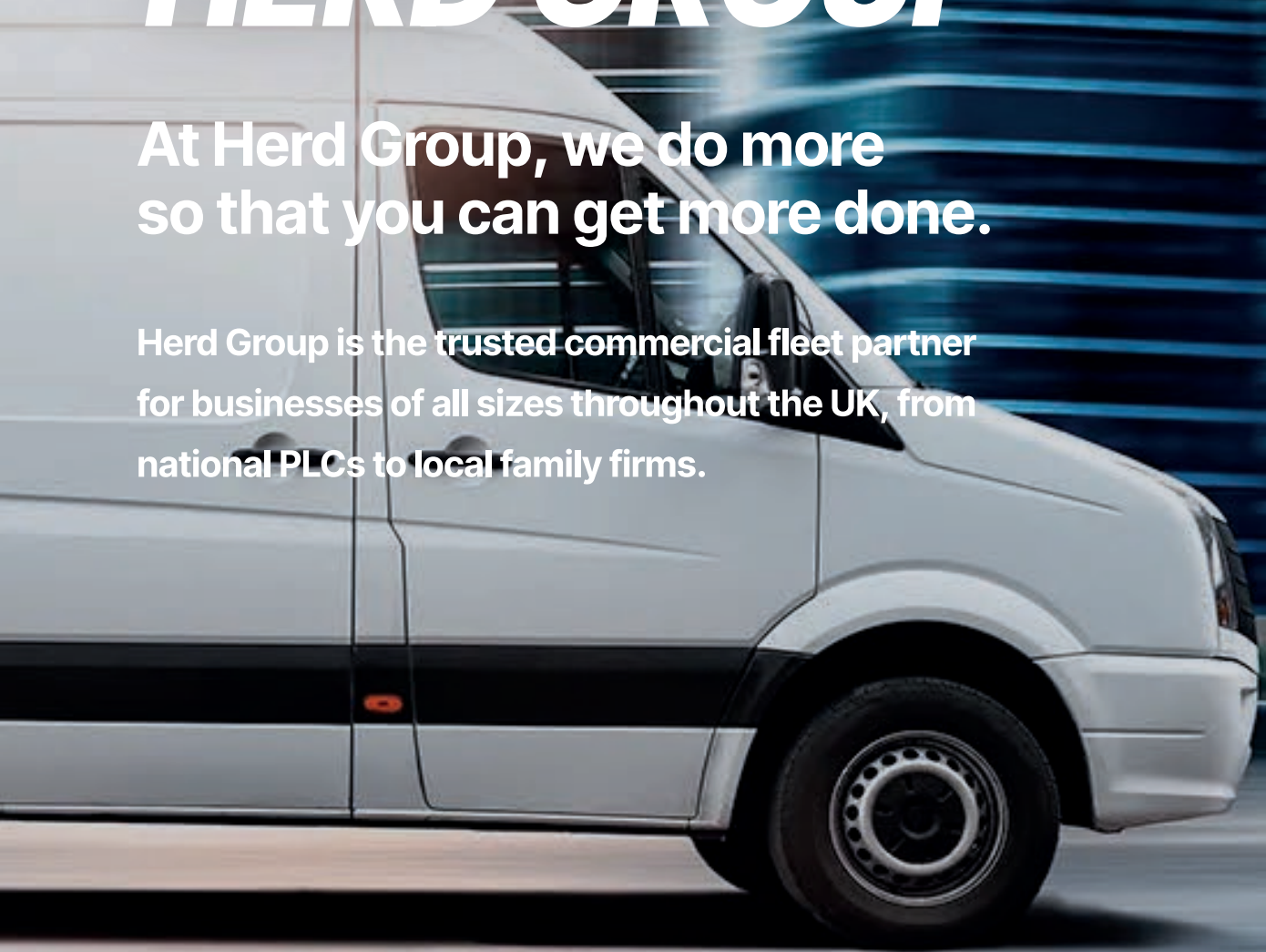


Settled and paid.
Outstanding finance handled, funds released, paperwork closed, clean exit.

ABOUT HERD GROUP

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

Herd Group is the trusted commercial fleet 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

BUSINESS VEHICLE RENTAL

What is the minimum hire period?

28 days. Below that we have shorter-term options through our hire division, call us and we will route you to the right product.

Can I hire a single van or a whole fleet?

Both. Many customers start with a single van and scale to a multi-van fleet as contracts grow.

How does mileage work?

Each agreement has an agreed annual mileage. We tailor it to your operation and adjust mid-term where needed.

Are EVs available?

Yes. Our fleet includes ICE, hybrid and fully electric vans, and our EV experts can help you build a transition plan.

FLEET MANAGEMENT

Can you manage vehicles I already own?

Yes. We support owned, leased and mixed fleets, and grey fleet vehicles owned by employees.

Do I have to use Herd suppliers for maintenance?

No. We work with your preferred suppliers or our nationwide network, whichever delivers the best outcome.

Will I see the data?

Yes, every customer gets a Herd Connect dashboard with live KPIs, plus monthly emailed reports.

EV TRANSITION PLANNING & STRATEGY

How will we know which vehicles to change to EV?

Our expert team will undertake a thorough analysis of your vehicle usage and routes to identify those where switching to EV will work best for your business.

Will transitioning to EV cause business disruption for us?

No, our whole approach is to ensure a smooth, easy and smart transition that causes no operational disruption to your business.

Do you also supply EV charging infrastructure?

Yes, charging infrastructure is a fundamental part of your transition to EVs as part of your fleet and we supply this as part of your contract.

What happens if EVs aren't working for us?

We always have ICE (diesel and petrol) vehicles available that we can swiftly swap-out for EVs where they aren't suitable.

VEHICLE REMARKETING

Can you handle vehicles still on finance?

Yes. We settle outstanding finance from the sale proceeds and release the balance to you.

How long does disposal typically take?

Most vehicles complete prep + sale within 3-6 weeks. Tight deadlines? Tell us and we will work around it.

Do you buy outright?

In some cases yes, through Herd Approved we can purchase directly when the vehicle fits our retail stock plan.

THE HERD SYNERGY TEAM



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