

Press Information

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A.F. BLAKEMORE & SON HAS CLEAR VISION FOR THE FUTURE WITH LATEST VOLVOS

Ten new Volvo FM 6x2 tractor units have been delivered into A.F. Blakemore & Son's food distribution fleet, each meeting Transport for London's three-star Direct Vision Standard (DVS) rating.

The 44-tonne FMs will work predominantly on the business' contract delivering ambient, fresh and frozen goods to the supermarket chain Spar. Supplied by Hartshorne Group, the FMs are powered by Volvo's proven D11K Euro-6 engine, delivering 460 hp and 2,200 Nm of torque.

Dave Higgs, Logistics Compliance Manager at A.F. Blakemore & Son, says: "We have a long and successful relationship with Volvo and the team at Hartshorne. It's a product that we trust and have a lot of faith in. These new FMs are superb trucks – ideal for our distribution work and they fit perfectly into our operation."

Volvo's latest FM is packed with improvements to the driver environment and innovations that deliver a higher level of comfort, safety and productivity. The interior benefits from a new dashboard offering more storage space, new colours and a modern dynamic digital display.

A.F. Blakemore & Son has specified the 10 trucks with multiple cameras which can be viewed through the driver's nine-inch side display, plus an added window in the passenger door to improve safety further and ensure they are 3-star DVS rated for working in central London. These complement the new cab's raised A pillars, combined with a large windscreen, low door line and modern mirrors, which deliver excellent all-round visibility.

"We've gone for three-star compliant trucks as forward planning on our part because I believe the DVS scheme will be rolled out across more cities sooner rather than later," says Higgs. "These vehicles are on a seven-year contract hire agreement, so we're future-proofing our fleet."

Working in tandem with double deck urban trailers, the FMs are expected to clock-up around 120,000km per annum. Each new truck is backed with a seven-year Volvo Gold Contract, guaranteeing the best possible uptime – with servicing and maintenance work to be carried out by Hartshorne Group's skilled mechanics at A.F. Blakemore & Son's onsite Vehicle Maintenance Unit, at its Willenhall depot.

Fuel efficiency is boosted by Volvo's Long Haul Fuel package, specifically designed for vehicles used on long distance missions and incorporating the latest generation I-See predictive cruise control as well as the 12-speed I-Shift automated transmission.

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The FM cabs benefit from Volvo's Drive and Single Bed Living Packages, and comfort is improved further with an adjustable steering wheel with neck tilt, DAB radio, air-suspended and heated seats, plus rear cab upper storage.

"The drivers are very happy," adds Higgs. "The new trucks have a great cab, a great engine and a great gearbox, they just do the job really well. Overall, the FM has got all bases covered."

Ian Middleton, Managing Director at Hartshorne Group, says: "As a long-standing and valued customer, we are delighted A.F. Blakemore & Son has chosen to place its trust in Hartshorne Group again for this latest order. In every aspect, the new FMs are the perfect choice for its busy distribution fleet."

Family-owned owned food & drink retail, wholesale and distribution business A.F. Blakemore & Son was founded in 1917 and is based at Longacres Industrial Estate in Willenhall, West Midlands. Peter Blakemore is the third generation of the Blakemore family to lead the company, which currently employs roughly 7,800 people across eight separate divisions and has a turnover in the region of £1.2 billion.

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Caption for photograph:

Ten new Volvo FM 6x2 tractor units have been delivered into A.F. Blakemore & Son

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Volvo Trucks provides complete transport solutions for professional and demanding customers, offering a full range of medium to heavy duty trucks. Customer support is secured via a global network of dealers with 2,300 service points in more than 130 countries. Volvo trucks are assembled in 13 countries across the globe. In 2020 approximately 94,000 Volvo trucks were delivered worldwide. Volvo Trucks is part of Volvo Group, one of the world's leading manufacturers of trucks, buses, construction equipment and marine and industrial engines. The Group also provides complete solutions for financing and service. Volvo Trucks' work is based on the core values of quality, safety and environmental care.