

Press Information

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TWO NEW FM ELECTRICS JOIN REED BOARDALL'S 100 PER CENT VOLVO-SUPPLIED FLEET

Reed Boardall has turned to Volvo Trucks for two new 42-tonne FM Electric 4x2 tractor units, marking the customer's latest step in decarbonising its transport operations with alternative fuel products from the Swedish manufacturer.

Joining an all Volvo-supplied 200-strong commercial vehicle fleet – of which a quarter already consists of gas-powered trucks – the FM Electrics will work together to create a 24/7 zero-tailpipe emission operation. After extensive route planning and consideration of the best utilisation of the trucks, they have been assigned to a local collection shuttle, bringing stock in to store at Reed Boardall's Boroughbridge site.

Stevland Town, Managing Director – Transport, Reed Boardall, says: "Sustainability is an issue close to our hearts, hence why we've been so proactive in welcoming non-fossil fuel Volvos onto the fleet already. And, with electric technology progressing so rapidly, we were eager to introduce an electric model into the business at the earliest opportunity.

"Electric trucks are not a one-size-fits-all solution in our industry but there is potential to successfully deploy this technology within certain parameters. With Volvo's help, we were able to quickly identify a suitable route and the early results we've seen have far surpassed our expectations as it has proved possible to get an efficient number of trips out of the batteries."

The FM Electrics both feature three electrical motors, generating an output of 666 hp and 2,400 Nm of continuous torque, paired with a standard I-Shift gearbox to deliver a smooth and ultra-quiet in-cab driving experience.

This impressive performance is handled by an electromobility traction control system to help manage power output on slippery surfaces, while different drive modes are available to set the desired performance, comfort, and energy usage levels.

The vehicles have already received great reviews from Reed Boardall's drivers, in part courtesy of the vehicles' full air suspension and a Drive++ package, which adds dual armrests, leather upholstery and fully electronic air conditioning with sun, mist, air quality sensors and a carbon filter – ensuring premium driver comfort.

"When we first told the drivers that they were moving into an electric truck, there wasn't an entirely positive response," adds Town. "However, even after just a couple of days, they had all been totally converted. The feedback we've had is that they are a total pleasure to drive, so much so that they say they would not want to go back to driving a diesel truck.

“Volvo’s driver training was a big part of that success. Its team helped make the transition as smooth as possible and ensured we are operating these vehicles with maximum efficiency.”

Both trucks are fully backed by Volvo, including comprehensive five-year Volvo Gold Contracts to guarantee maximum uptime. This includes preventative maintenance and repairs, plus the monitoring of key systems including batteries and other critical components.

Ian Middleton, Managing Director at Crossroads says: “Crossroads Truck and Bus has been supplying vehicles to Reed Boardall for circa 15 years, and it is a privilege to be alongside them as they embark on the next chapter of their sustainability journey. By being a leader and investing in making the shift by leveraging Volvo Trucks’ latest e-mobility technology, Reed Boardall has taken charge of the change.”

From its beginnings as a single cold storage facility, family business Reed Boardall has grown to be the UK’s largest single-site cold storage operation, with its base in Boroughbridge capable of storing more than 168,000 pallets of frozen produce at any one time.

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Caption for photograph:

Reed Boardall has turned to Volvo Trucks for the supply of two 42-tonne FM Electric 4x2 tractor units.

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Volvo Trucks supplies complete transport solutions for discerning professional customers with its full range of medium- and heavy-duty trucks. Customer support is provided via a global network of dealers with 2,200 service points in about 130 countries. Volvo trucks are assembled in 12 countries across the globe. In 2023 approximately 145,000 Volvo trucks were delivered worldwide. Volvo Trucks is part of the 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.