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Advertisement feature

Dealership comes of age

A WELL-RESPECTED name in the motor trade celebrates its 21st anniversary this year.

Mudie-Bond, the franchised dealer for Mercedes Benz trucks, vans and the Mercedes Benz Unimog, operates from four centres in the UK, including prestigious premises in Northway Lane, Tewkesbury.

The company employs more than 165 staff and has established an enviable reputation for quality, value and personal service. It boasts a comprehensive choice of new and approved used Mercedes-Benz trucks and vans for sale, as well as an experienced service department.

The success story began back in April 1987, when Richard Bond and Mike Mudie who where both working as general managers, bought Tewkesbury-based Oldacre Services, then employing 25 people.

Their timing wasn't as perfect as it might have been, because shortly after going into business together the UK was hit by a serious recession, which continued into the early 1990s.

Road transport – always a good barometer of the general business climate – felt the effects earlier than many other sectors of the economy.

THE TEAM: left to right, Richard Bond, managing director; Gordon Beavis, group after sales manager, John Suddon, group van sales manager, Ian Jones, dealer principle, and Jeremy Price, group truck sales manager

However, Mudie-Bond weathered these problems and came out strengthened by the experience. Initial major expansion came in 1995 when the company developed a sales and servicing dealership at Kidderminster where it moved into modern, purpose built premises.

In 1998, Mercedes-Benz restructured its national commercial vehicle dealerships, cutting back from 56 dealers to just 26. Reacting to the new policy, Mudie-Bond then merged with the Evenlode Truck Centre based in Oxford – a highly regarded and well run company.

The most recent development occurred

MUDIE-BOND FOR MERCEDES-BENZ

FLASHBACK: to the early days

in July 2003 when the group acquired the premises of a commercial vehicle distributor at Brackley in Buckinghamshire and developed this into its fourth sales and servicing centre.

So in just 21 years, the company has developed from being a single site dealership, to the Mudie-Bond Group with an annual turnover of almost £45 million.

New Mercedes dealer in town

The Group remains focused on forging first class relationships with its customers. It vows that, whether you need one vehicle or a fleet, new or used, Mudie-Bond in partnership with Mercedes-Benz, will ensure that you operate the best vehicle that makes financial sense for your business.

The *Atego* - Taking it all in its stride, available from 7.49 to 16 tonnes, making it the everyday dependable solution.

The *Actros* - Better in the long run, From 18 to 44 tonnes the ultimate vehicle for the heavy truck operator.

The *Axor* - Taking the load, 18 – 26 tonnes rigid & 36 -44 tonnes tractor sectors, excellent range for haulage applications.

The *Canter* - Compact capabilities, available in 2 variants and 7 wheelbases, the Canter is the preferred vehicle for all your business needs.

The *Vito* - The best fit for your business, Versatility, state of the art technology performance and technology all come as standard.

The *Sprinter* - In a class of its own, more than 200 combinations of body style, wheelbases, payloads and engines, the Sprinter offers every solution for your business needs.

The *Vario* - There's nothing quite like a Vario, the Vario adapts to every transport task, it's even available custom made!

The *Atego*

The *Actros*

The *Canter*

The *Sprinter*

It is our job to make sure that your vehicle is where you need it, when you need it, whatever your business needs and that means making sure that our after sales fits around your working day.

- To ensure quality, first visit and on time repairs – all of our staff are trained to Mercedes-Benz factory standards.
- Full maintenance and repair service contracts – to give you full control of your costs.
- Upfront menu prices give you all inclusive competitive charges.
- Extended opening hours for service and repairs at all of our branches – we repair your vehicle when it suits you.
- 24hr roadside assistance and recovery service – 365 days a year – for your peace of mind; your needs are always covered.
- Parts express delivery service – parts where and when you need them.
- Courtesy vehicles to keep you on the move, if needed
- Collection and delivery service for your convenience.

MUDIE-BOND GROUP
MERCEDES-BENZ COMMERCIAL VEHICLE DEALER

www.mudiebondgroup.com

Mercedes-Benz

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