

# How PVM improved business processes for Bristan

# The Challenge: Bristan

Efficiencies and cost-reduction can be driven across multiple areas of a fleet. In the case of our partnership with Bristan, we were tasked with driving efficiencies in the business by **streamlining processes**.

At the time, Bristan had 27 vehicle suppliers and took services such as driver license checking and accident management from different companies.

In this study, **we explore how we partnered** with them **to achieve their objectives**.

# Who are Bristan Group?

Bristan Group, owned by the US-based business, Masco Corporation, the global housewares company - consists of two businesses - Bristan and Heritage Bathrooms. With **over 40 years' experience in the industry**, Bristan Group estimate that 1 in 4 homes in the UK have one of their products fitted. **Bristan Group design and engineer their products**, selling them nationally through plumbers' merchants, bathroom showrooms and DIY stores.

Bristan Group rely on their **mixed fleet of 73 cars and commercial vans to perform business functions** from customer care to sales. Responsibility for the fleet lies with the HR and Payroll Administrator who took over the role in 2011, at a time when the company had 27 different car suppliers, and separate suppliers for accident management, licence checking and online driver training. **It was therefore essential to streamline the processes to make the job more manageable.**

UK FLEET SIZE WITH PENDRAGON

**73** Cars and Vans

BRISTAN FLEET TEAM

**1** Fleet Administrator

PRODUCTS

**1 in 4** homes have a Bristan product fitted

# Our Partnership with Bristan Group?

Bristan Group began their partnership with Pendragon Vehicle Management in 2015. As a provider of a total fleet and mobility solution, Bristan Group were able to draw on PVM's ability to not only fund and supply vehicles from marques that include Audi, Volkswagen, Ford, Jaguar, Mercedes-Benz and Toyota, but also to provide the necessary accident and risk management services to satisfy their fleet requirements, without the need to go to multiple suppliers.

**100**

Employees  
on Site

**15,314**

fleet vehicles on the  
road

**No 1**

Part of the UK's  
Leading Motor Group

**6,000**

cars sold  
every week

**34**

years'  
experience

# The Results.

By working together to streamline processes, the Fleet Administrator now only has one provider to deal with. As part of the automotive group behind Evans Halshaw and Stratstone, Bristan benefits from Pendragon PLC's purchasing power and a wide range of vehicle marques with which to offer their employees, giving the company competitive rentals and keeping drivers happy with a great range of vehicles to drive.

Pendragon are invested in assisting with the day-to-day operations and help look after drivers across the fleet by providing maintenance, accident management and risk management, ensuring drivers are kept safe, are well-trained, and kept moving should vehicles go down unexpectedly.

The net result of Pendragon's involvement with Bristan is a significant reduction in the amount of time the company needed to invest in their fleet, meeting their primary objective.

# Testimonials

*“ Pendragon were the answers to my prayers and the team have been a fantastic support in assisting me with the alignment of our fleet and getting everything in one place. Pendragon Vehicle Management are friendly, supportive and always happy to help in providing a great service to our employees and myself. I would absolutely recommend them to other businesses.”*

**Rachael Gale**

HR Assistant, Payroll and Fleet Administrator - Bristan Group

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*“ Bristan Group is an excellent example of the personal level of service PVM provides to its customers, along with the flexibility to customise solutions and processes to ensure the smooth operation of all matters fleet or vehicle related. Our partnership with Bristan demonstrates our ability to review a fleet end-to-end and improve processes to help businesses and their fleets grow.”*

**Neal Francis**


Divisional Managing Director for Pendragon Vehicle Management



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