



## William A. Lewis Contracts

Servicing the local business community in providing automotive solutions to meet their needs.

**The atmosphere at William A. Lewis is both cheerful and hugely optimistic at what the future holds, despite the current economic climate.**

There is one reason for this: the success of its contracts arm.

Businesses all over the county, and beyond, have cottoned on to the fact that the vast range of Renault, Volvo, Nissan and Toyota vehicles at William A. Lewis's disposal, combined with a second-to-none quality of service, can massively boost the efficiency and performance of their own operations.

William A. Lewis is one of Shropshire's best known and respected car dealerships, and this bright ray of light in the present economic gloom has resulted in a positive mindset for the teams in Shrewsbury and Telford.

*"The contracts arm has exceeded all our expectations,"*

While no one at William A. Lewis would pretend that the economic climate is making business easy at present, the contract fleet hire division – which is a relatively new part of the business – is thriving.

"The contracts arm has exceeded all our expectations," says David Lewis, business solutions manager of William A. Lewis Contracts.

"We established the business idea in September 2007 with the specific aim of servicing the local business community in providing automotive solutions to meet their needs.

"That is where we have placed our emphasis – the local area of Shropshire and surrounding regions – and our client base covers Ludlow, Whitchurch, Bridgnorth, Oswestry and into the surrounding counties, as well as Shrewsbury and Telford.

"We had a target and we have surpassed it, and that has given us great confidence to drive the contract side of the business forward."

*"We have made great efforts to be the best in our field in terms of quality of service to our clients."*

So where does David believe the success of its contracts division lies?

"It's not rocket science," says David. "We have made great efforts to be the best in our field in terms of quality of service to our clients.

"We have a comprehensive database of companies from Shropshire and surrounding counties, ranging from sole traders to companies with many hundreds

of employees, and our service has been received very favourably by those which have come on board.

"They looked at what we had to offer and realised it was a bit different from the norm.

"At William A. Lewis we believe we offer a human face – a friendly face – which is someone you can talk to. It may be old fashioned, but it is what people want.

"Every company is different and they all have different requirements. We provide that bespoke service, supplying exactly what is needed for each individual basis.

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"And it's worked. If we are able to tailor our products and services to match a client's requirements, that in turn will lead to maximum efficiency for the customer."

David admits that the economic uncertainty has played into the hands of

the contracts division. As he says, if companies or organisations want to cut costs without losing any of their productivity, replacing their cost of ownership with contract hire has been an obvious place to start.

The quality of product has always been a given at William A. Lewis, with a huge array of cars, light commercial vehicles and vans – whether they be Renaults, Volvos, Nissans or Toyotas – at its fingertips.

But if there was one area where David believes that the dealership has an edge over its competitors it is in the quality of service. This is where the local point of contact is so important, he says, and it is also where loyalty is built.

Top-quality service is an ongoing process with the clients, from beginning to end.

"Thanks to every-changing regulations there are an increasing number of important things to consider when taking on a contract for vehicles and this is where sound advice, which we insist on delivering, is so vital," explains David.

"While many of the larger firms may be already equipped with all the necessary knowledge, factors which SMEs need to consider include economy, carbon emissions, health and safety and duty of care.

"Clients have their own dedicated workshop technician and service advisor, and we also provide servicing outside of business hours by appointment – clients find this an extremely useful part of our service."

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William A. Lewis has enjoyed a burgeoning reputation as one of Shropshire's most respected independent motor groups since it was founded just over half a century ago.

The four franchises within the group – Renault, Volvo, Nissan and Toyota – operate from sites in Shrewsbury and Telford and the aim for each franchise has always been to provide the best possible solutions for a client's needs.

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