

1 Strategy in action

Defending and growing our share in Flexible rental

Tradivel

Tradivel is a long-standing Northgate customer based in Madrid. Its 400 professionals cover the whole of Spain providing electrical maintenance and installation services to utility distribution companies and industry. It has more recently diversified into the gas and renewables sectors.

Tradivel often needs to respond quickly to new projects and customers, so they appreciate the availability of fleet under our Flexible solution. Also, the speed at which we can, in turn, respond to their needs. They currently have 189 vehicles on hire, a number they can adapt based on the seasonal nature of their maintenance business.

In addition, they can take advantage of the **systems** and processes we are developing for adding value fleet-wide through additional services. Tradivel now manages its fleet with our data telematics solution, helping them optimise their driver management, and promote their staff safety strategy.

Systems

Our growth will be supported through our business infrastructure. In particular, our processes and systems are being updated to drive our business and our service offering.

189

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