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KELTRUCK

CELEBRATING
40 YEARS

23

40 Year Anniversary

April 2023

Celebrating 40 years

This month marks Keltruck Scania's 40th year in business.

We are proud to be celebrating our 40th anniversary and for this we would like to pay tribute to our remarkable founder Chris Kelly, whose vision and determination made Keltruck into the business it is today.

"Thanks for the memories"

Chris Kelly snr is still a significant shareholder, however the business is today managed by an experienced and professional team of owner directors with several decades in the road transport industry and the Scania UK network between them.



"I'd just like to say thank you for the business over the years – but most of all thanks for the memories." says Chris Kelly snr. "It has been a challenge at times, but great fun, too."



Over the past 40 years, Keltruck has expanded to cover the Midlands and South Wales from 17 Scania accredited locations. Acquiring East Midland Commercials in 2005 and Silurian Scania in 2011 made Keltruck the largest independent Scania distributor in the world.

"It's all about people"

Aftersales Director Russ Warner has worked at Keltruck since 1987, starting as an apprentice.

"I am very proud to have been given the opportunity to work for – and progress through the ranks at – Keltruck. I wouldn't have made it this far without the support from Chris Kelly. Having worked with Chris for many years, there is one piece of advice that he has given and we have always taken onboard, and this is 'it's all about people'.

"There are so many nice people that we deal with, be that staff or customers. This really is a great industry to be a part of."



Customer testimonial

"We have been attached to the Scania brand from as far back as 1990 – when trucks were being purchased from East Midland Commercials." says James Robinson, managing director of Duke Distribution Ltd.

"The level of service we are consistently getting from Keltruck goes above and beyond what we actually expect as an operator. The decision to stick with the Scania brand is being made on the service we are receiving."



As a Charities Aid Foundation account holder for several decades, Keltruck Limited proudly supports and sponsors (financially &/or through benefit-in-kind) a number of registered charities & other good causes.



"We like to give back when we can"

Finance Director Tracey Joynes has worked at Keltruck since 2000, starting as a cashier.

"Having worked at other businesses before starting at Keltruck, I can honestly say it is very clear that this is a company that not only cares about its people, but also our local communities.

"We like to give back when we can, and for this we can proudly say we have supported many charities over the years. Most recently we have reached out to our staff to find the charities close to their hearts and have supported their local fundraising."



So, what is coming in the future for Keltruck? Alternative fuelled vehicles mean transport providers can join the move to more sustainable ways of operating, and Keltruck are taking steps to move in this direction.

"The future holds some new and exciting challenges"



Sales Director David Morgan has worked at Keltruck since 1991, starting as a used sales executive.

"We deal with some great people within the industry and I am personally proud to see our vehicles, new and old, travelling around the UK."

"We know the future holds some new and exciting challenges for us and as a Scania dealer we are helping drive the shift towards sustainable transport systems, creating a world of mobility that is better for business, society and the environment."

Customer testimonial

"We aim to be the best in our field. We have chosen Scania trucks as we consider them to be the best – they are reliable, minimising down time, and they are fuel efficient too." says Scott Witheford, managing director of Scotts Plant and Haulage.

"We enjoy dealing with Keltruck. The tippers look good with our livery and the drivers like them. All in all they fit in well with what we want to achieve."



Keltruck also celebrates 25 years online

The launch of our website in 1998 made Keltruck the first commercial vehicle dealer in the UK to go online and the first independent Scania dealer in the world to have a website.

Today **keltruck.com** receives over 20,000 visits per month and we have also added our used sales website and e-commerce webshop for recycled Scania parts which jointly receive over 10,000 visits per month.

At the same time we have also expanded our social media presence to keep up with the fast changing digital world.



"Here's to the next 40 years!"

In 2015 Chris D. Kelly returned to Keltruck as chairman, after his years working as MP for Dudley South.

"On our 40th anniversary I'd like to pay tribute to our remarkable founder, my father Chris Kelly, and thank him on behalf of all of us here for his leadership and compassion."

"Thank you also to all of our customers, staff, colleagues at Scania (Great Britain) Limited and partners/suppliers.

"Here's to the next 40 years!"



At Keltruck our core values are rooted in the beliefs and principles that drive our business. We seek to implement CIPD in all that we do.



Caring



Integrity



Professional



Dependable

1983 Keltruck locations

- West Bromwich

2023 Keltruck locations

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