

FOCUS ON STEETS FLEETS



NEW MODELS AND MARQUES FOR 2020

WILCOX LIMOUSINES PRESENTS NEW MODELS

The Jaguar XF limousine and XJ hearse are two of the latest new models manufactured by Wilcox Limousines.

The range is available with the option of either petrol or diesel engine. Included in the comprehensive specification is an 8-speed automatic, satellite navigation, Bluetooth, DAB stereo, alloy wheels, keyless start, soft-close doors, cruise control, xenon lights with LED signature, and heated seats.

The XF limousine, created utilising CAD techniques usually reserved for the aircraft industry, has carbon fibre and aluminium panels; thus the vehicles will be long lasting and durable. Fuel efficiency is also increased due to the lighter weight of the vehicles. The limousine features extra-long rear doors, for ease of access for the rear seat passengers. The interior width has been optimised by the subtle interior design, so that the limousine offers more practical interior space than the donor saloon.

For more information on the vehicles, please contact the Wilcox Limousines Northern Sales Office on 01942 259860 or the Southern Sales Office on 01753 480600.



▲ Two new Wilcox Silver Jaguar XF limousines, together with a XJ hearse, ready for loading into a covered transporter for delivery.

INCREASE YOUR OPTIONS WITH VEHICLE HIRE

HIRING, RATHER THAN OWNING, MAKES SENSE - SAYS GREEN'S CARRIAGE MASTERS

"Why hire?" is a question the team at Green's Carriage Masters is often confronted with from funeral directors. The debate between owning and hiring-in vehicles has continued since Green's has been in business. Now, with a fleet of 80 vehicles, including 19 hearses, the company says there is no looking back - whether its clients need a floral hearse, a second funeral hearse, a stand-alone vehicle or something to cover an emergency breakdown, Green's commitment to its customers is that it can get you a vehicle.

Says Emma Bromwich of Green's Carriage Masters: "It is interesting to see the number of smaller funeral directors with their own fleet of vehicles - garaging, servicing, maintaining and taxing cars that don't go out every day. This is a contrast to the totally online

“...HIRING IN MAY BE A SLIGHTLY MORE EXPENSIVE OUTLAY PER FUNERAL, HOWEVER HOW DOES THIS COST FACTOR OUT ACROSS THE YEAR WITH ALL ADDITIONAL CHARGES PER VEHICLE?”

businesses that operate with a web address, brand name and no further overheads, from any kind of bricks and mortar or assets at all. So why the big disparity?

“Owning your own vehicle/vehicles enables you to keep cost and time control in-house. Hiring in may be a slightly more expensive outlay per funeral, however how does this cost factor out across the year with all additional charges per vehicle? Owning your own cars means the brand and standard is aligned to your company...but does this offer choice to families, and, on top of that, do funds allow for the latest models you want to showcase?”

“Of course, we are singing loud and proud as the ‘hire choir’ - offering a choice of fleet, variety of colour and make, a sparkling clean car with a uniformed driver and a car that has been serviced. As a trade supplier and facilitator of a 360-degree service across all funeral processes, for us it’s not only the cars you can hire in - it’s any part of the process.”



▲ Part of Green’s extensive fleet of funeral hire vehicles.

SEVENTH ROLLS-ROYCE PHANTOM VII FOR A. W. LYMN THE FAMILY FUNERAL SERVICE

Independent funeral firm A. W. Lymn The Family Funeral Service was pleased to take delivery of its seventh Rolls-Royce Phantom VII Hearse recently, a new addition to its fleet that is available for hire right across the UK.

Managing Director Matthew Lymn Rose explains: “The hearse was custom built in Italy on the same blueprint as the previous six hearses, and we are delighted with the result. It is designed to match perfectly with each of our 18 Phantom VII limousines, which are all finished in Georgian Silver with black leather seating and beautiful wood trim. Once it has been signed off by the DVLA, it will be available to hire to funeral directors throughout the United Kingdom and further afield.”

The company has a long history in hiring its fleet Rolls-Royce vehicles, but also offers an iconic London Routemaster hearse and Leyland Beaver vintage lorry hearse, which are hired out to other funeral homes on a regular basis.

Matthew continues: “The bus was bought on a whim 11 years ago, and always adds a wow factor with the occasional smile, or even laugh, which can really help a family at their time of need. The bus was joined in October by our second alternative hearse, a 1950’s Leyland Beaver, which was purchased from David Hall. We were really pleased to have the opportunity to add the lorry to our fleet. We have already completed a few funerals and the feedback has

been great. Surprisingly, it is not just lorry drivers or vintage lovers who it appeals to...the large deck makes a wonderful stage for floral tributes, workmen’s tools, sports memorabilia, and the list just goes on.

“The great thing about having a variety of hearses is the choice it offers our funeral clients. We do, however, also offer third party options as it would be wrong to assume that our offering is right for every client. We use trusted firms like Motorcycle Funerals and Volkswagen Funerals who we know will give our clients the great service that is expected from my family company.

“I do feel extremely proud that other funeral directors put the same amount of trust in us, as carriage masters.”

A. W. Lymn was founded in 1907 by Matthew’s great-great grandfather and great grandfather, who introduced Rolls-Royces in the 1920s and proudly claimed in their adverts to provide the “Smartest Motor Carriages in the City”. The company’s fleet is currently made up of a vintage 25/30 Rolls-Royce hearse and two matching limousines, a 1960’s Rolls-Royce Phantom VI hearse with four matching limousines, the modern silver Rolls-Royce Phantom VII fleet, the London Routemaster hearse and the Leyland Beaver lorry hearse.

For more information please visit www.lymn.co.uk/vehicles or telephone 0115 941 4101.

A.W. LYMN
The Carriage Masters



▲ Some of the AW Lymn fleet of funeral vehicles available to hire.



Brahms' 150-mile range electric removal ambulance. ▲



FUTURE-PROOFING FUNERAL FLEETS

ELECTRIC FLEETS ARE THE COST-EFFECTIVE WAY FORWARD FOR FUNERAL FIRMS – SAYS BRAHMS ELECTRIC HEARSES

“Funeral directors have a special place in the climate debate,” says Stephen Cousins of Brahms Electric Hearses. “The generation we are burying were the first to have air travel, central heating and wide access to cars. The generation burying them are having to change their lifestyles in response. I am not sure the funeral profession has fully woken up to this.”

This debate became even more acute in February, when the Government announced plans to bring forward a ban on the sale of new petrol and diesel cars to 2035 – just fifteen years away.

Adds Stephen: “With lower emission zones coming into force this year, and the ban on the sale of fossil fuel-powered cars fast approaching, the environment and climate change issue is now having a real impact on businesses, and funeral directors are no exception. Funeral fleets need to last 15 or 20 years and that’s well into the period after the sale of petrol and diesel-powered cars will be banned in the UK. Not only do electric fleets have the kind of longevity to go that distance, they also make financial sense over their lifetime.

At the 2019 National Funeral Exhibition, Brahms unveiled a 150-mile range electric removal ambulance, based on a lengthened Nissan eNV200,

capable of carrying two stretchers. For those funeral firms that would like to use it as a hearse, it can be fitted with side glass and a twin deck, with room for two stretchers below.

Brahms’ customers now cover the complete spectrum of providers of funerals in the UK. Its first customer was Leverton & Sons in North London and has now expanded to include companies as diverse as Midcounties Co-op, CPJ Field and Dignity plc, as well as new start-up firms like A Natural Undertaking in Birmingham and Full Circle Funerals in Yorkshire.

The firm’s other innovation, designed to help keep costs down, is to design a seven-seat fully electric fleet. Adds Stephen: “Almost everyone who has bought our Nissan Leaf two-seat electric hearse has then bought an additional five-seat Nissan Leaf saloon.

“That gives enormous flexibility to bereaved people and to bearers. Funeral directors get an extra vehicle they can use for calls, and we have developed an adaptation for the hearse to enable discrete removals. The cost of the two vehicles is still way less than a conventional five-seat petrol or diesel hearse – and that’s our approach, we want to make electric vehicles really affordable as well as super cheap to operate.”

ElectricHearse.co.uk



01536 384261

ELECTRIC HEARSES AND REMOVAL VEHICLES TO MEET THE CLIMATE CRISIS AND CLEAN AIR LEGISLATION

COLEMAN MILNE COMBINES TRADITION WITH AMBITION

Although today's ceremonial vehicles are traditional in appearance, the technologies being used to run them are increasingly becoming very much of the 21st Century. Graham Clow of Coleman Milne discusses the importance of exceeding the expectations of today's funeral director through embracing the latest methods and technologies which ensure compliance with modern standards.

"Today's funeral director places a great deal of importance on maintaining the traditional look and feel of their hearses. Ceremonial and luxury hire companies also have the same dilemma of maintaining tradition whilst harnessing latest technologies. With the 'green' agenda continuing to dominate, there is increasing pressure on businesses to consider vehicles that meet ULEZ requirements and keep emissions to a minimum while saving on fuel costs.

"Coleman Milne continuously invests in the improvement of its technical and manufacturing business, most recently appointing a new manufacturing engineer and a quality control manager to augment the team. Both are former employees of Jaguar Land Rover and bring with them a wealth of experience of working with ceremonial style vehicles with a strong emphasis on 'green' technologies. In addition, the team at Coleman Milne are all fully IMI qualified and well equipped to deal with all aspects of hybrid

FUNERAL DIRECTORS NEED TO SEEK ALTERNATIVES THAT WILL GIVE THEM THE LATEST 'GREEN' TECHNOLOGIES THEY WANT, WHILE RETAINING THAT TRADITIONAL LOOK AND FEEL.

and electric vehicles, including dealing with the latest battery technology, which can be a hazardous process.

"Coleman Milne is currently the only UK converter offering a hybrid solution based on Ford vehicles and a full electric Tesla. The Ford offering includes classic and modern hearse and limousine products available in petrol, diesel and hybrid variants. Mercedes again offers a classic and European style hearse and limousine in both petrol and diesel variants. Evolution of product development is continuous, and a Mercedes hybrid is also in the pipeline and is expected to be available towards the end of 2020. The Coleman Milne - Mercedes arrangement is one that has worked very well together with the evolving technology and all it has to offer with the new styles that will complement any existing fleet.

"Vehicle design and technical operation does not stand still and increasingly vehicles that have provided the best solution and service for the market for many years are phased out. Funeral directors and luxury car hire companies need to seek alternatives that will give them the latest 'green' technologies they want, while retaining that traditional look and feel.

"Coleman Milne's goal is to continue to work closely with the OEM's and customers to create a range of vehicles that are stylish, economical and will meet their business needs and those of the wider environment for many years to come. By adopting this philosophy, the strong tradition of ceremonial vehicles will be maintained while, at the same time, harnessing the latest 'green' technologies to future-proof ceremonial fleets."



▲ Coleman Milne vehicles seek to harness the latest technologies



PROTECT YOUR INVESTMENT WITH FLEET INSURANCE FROM SEIB

SEIB is the appointed insurance broker for NAFD and has been providing motor insurance products designed purely to protect funeral directors for over 40 years. SEIB understands the importance to funeral directors of a fully operating fleet and how imperative it is to keep the vehicles on the move. It is the ultimate goal for all concerned whether there is a problem requiring an insurance claim for a written off vehicle or help to get back on the move because of a breakdown.

Cover on offer from SEIB includes loss of use for bespoke funeral vehicles, in the event of a fault or non-fault accident, to automatic cover for any driver over 21. Other benefits include nil excess for windscreen cover and low excess for other claims. SEIB offers a bespoke fleet policy, knowledge of the specialist vehicles involved and really do provide superb terms and cover.

For peace of mind, the SEIB Motor insurance for funeral directors is underwritten by UK based insurers who have been awarded an 'A' rating by credit rating agencies. An 'A' rating is highly coveted amongst insurance companies and recognises the exceptional financial strength of the insurers used, along with their superior ability to settle claims quickly and fairly.

To find out more about SEIB's tailored insurance protection, please call SEIB on 0345 450 0648 or visit seib.co.uk.

FINANCING YOUR NEW 'GREEN' FUNERAL FLEET



With the demand for environmentally-friendly funerals growing, Chris Brown of Ethos Asset Finance considers the options for financing a move to electric hearses.

"Recent years have seen a rapid increase in people seeking greener funeral options. There are now nearly as many woodland burial sites as crematoria in the UK. A growing number of families opt for wicker and cardboard coffins over mahogany. Cut flowers are being eschewed in favour of natural memorials and charitable donations.

"In this context, the funeral profession needs to actively consider alternatives to carbon-emitting hearses. Individuals who have prioritised making eco-friendly choices throughout life should not have to make their final journey in a vehicle that wastes natural resources.

"Electric hearses converted from cars, such as the Nissan Leaf, start from around £35,000. With an extended wheelbase and a glass display cabinet for the coffin, they offer an understated, ethical option. Once the investment has been made, the vehicles are relatively cheap to run, particularly as funeral journeys are usually short and

recharging can be done at base rather than at public charging stations.

"As a funeral director, the benefits of being able to offer clients the option of an environmentally-friendly hearse will be obvious. But how to go about funding the vehicle?

"One solution to consider is asset finance. Asset finance is an ideal way to fund the replacement or updating of depreciating assets like vehicles. It usually involves making a regular payment to use the asset over an agreed period, avoiding the full cost of buying outright while enabling you to profit and grow.

"With the electric vehicle market booming, green vehicle funding specialists are on hand to support funeral directors with the change to electric hearses. As well as offering financial know-how, they have access to manufacturers developing advanced electric vehicles for this market.

"Environmental agencies have warned that 2020 is the world's last chance to tackle climate change. Why not make it the year to move towards a greener future with an electric hearse?"

Finance your green fleet

An electric hearse delivers a quiet ride, and a near zero carbon footprint and signals to future generations the need to consider environmental impact.

We offer specialist financing solutions to funeral directors looking to turn their fleets green.

**THE
ELECTRIC
BROKER**



#TheElectricBroker

01423 608666

@ sales@ethos-finance.co.uk

ethosfinance.co.uk

Ethos Asset Finance Limited is Authorised and Regulated by the Financial Conduct Authority for Full Permission Credit Broking under FRN 723779. Ethos Asset Finance Limited is a Broker and not a Lender



g
Green's
Carriage
Masters



www.greenscarriages.com



020 8695 9500



office@greenscarriages.com

