



Dawsonrentals

Customer Success Story

“Dawsonrentals’ customers have reported the system to be easy to use, giving them better visibility of their rental fleet and its movements. The comment we hear many times is that it has led to better decision-making and increased fleet management efficiency. It is clear that fitting Axscend to our rental fleet has improved the experience for our customers, offering greater control of their assets, which is guaranteed to reduce their operating cost.”

Steve Miller,
Group Managing Director



Dawsonrentals | truck and trailer limited

Dawsonrentals started as a road haulage family business in 1935 and established as a truck rental operator in 1974, with expansion into trailer rental in the 1985. Specialist in the truck and trailer rental business the Dawsonrentals fleet is made up of over 9,500 new age profile trucks and trailers include dry freight, refrigerated, box or curtain-sided trailers, rigid vehicles and double deck trailers as well various models of car transporters and shunt units. Dawsonrentals operates a unique management control system with 30 branches located strategically throughout the UK, 24/7 national breakdown cover and a centrally controlled fleet.



Implementation

Each year significant investment is made to expand and replenish the Dawsonrentals’ fleet to ensure customers receive the newest vehicles, featuring the latest technology and meeting current EU regulations. As part of this continued investment, in January 2007, Dawsonrentals took the innovative step of fitting Axscend trailer management technology to trailers within its fleet.

Dawsonrentals believe their customers should be able to benefit from the latest technology available. No extra charge has been passed on to Dawsonrentals’ customers for the use of this service. They firmly believe offering a superior service will attract customers to Dawsonrentals for all their rental needs.

‘Specialist in the truck and trailer rental business the Dawsonrentals fleet is made up of over new age profile trucks and trailers include dry freight, refrigerated, box or curtain-sided trailers, rigid vehicles and double deck trailers as well various models of car transporters and shunt units.

Security

In December 2008, a trailer was stolen from a Dawsonrentals customer’s premises. Upon discovering the trailer was missing Dawsonrentals were able to locate the trailer being stored in an "off-the-track" pallet yard. The curtains, rear doors, side under run bars had already been removed presumably to turn it into a flat trailer. The police were called to the scene and the trailer was taken to the police yard for forensic analysis.

“Putting it mildly; the customer is extremely relieved to have found the main body of the trailer, the Axscend system has proved its weight in gold.”