



Fleet.  
Wise.

# Vehicle Conversions Buying Guide

Vehicle Conversions involve modifying vehicles to meet specific business needs. This might include adding specialised equipment, such as refrigeration units, lifting equipment or fitting vehicles with bespoke storage solutions. Adapting vehicles for accessibility also falls into this category.



# What are vehicle conversions?

Conversions enable businesses to tailor their fleets to their exact requirements, improving operational efficiency and productivity. Vehicle Conversions contribute to faster working and fewer delays.

Investing in these services ensures that fleets are always ready to meet the demands of business operations, leading to improved staff and customer satisfaction and a more streamlined workflow.

The main types of business-fleet vehicle conversions incorporate vehicle customisation and outfitting.

- Vehicle livery and branding – Customisation services that apply branding, logos and contact details to fleet vehicles.
- Vehicle conversions – Specialist services to convert vehicles for specific purposes (eg: refrigerated vans and mobile workshops).
- Vehicle accessories and outfitting – Installation of specialist equipment or accessories (eg: roof racks, tool storage, tachographs).

*“A well designed livery allows you to display important information like contact details, website or social media handles, making it easier for potential customers to get in touch”*





# What are the benefits of vehicle livery and branding?

Commissioning vehicle livery and branding for your business fleet offers several key benefits:

- **Increased visibility** – Branded vehicles act as mobile advertisements, giving your business constant exposure wherever they travel. This can enhance brand recognition and awareness.
- **Professional image** – Well-designed livery helps establish a professional, cohesive brand identity, improving the perception of your business among clients and the public.
- **Cost-effective marketing** – Compared to traditional advertising, vehicle branding is a one-time cost that provides long-term marketing benefits every time the vehicle is on the road.
- **Local awareness** – Vehicles are often seen in your area of operation, helping you reach local audiences and potential customers in your immediate market.
- **Consistency** – Livery ensures your brand's visual identity remains consistent across your fleet, reinforcing brand messaging.
- **Protection** – Some vehicle wraps can protect the paintwork, preserving the resale value of your fleet vehicles.
- **Personalised messaging** – Livery allows you to display important information like contact details, website or social media handles, making it easier for potential customers to get in touch.
- **Competitive edge** – A visually distinctive fleet can set you apart from competitors who may not be using branding to its full potential.

# What are the benefits of vehicle conversions?

Commissioning vehicle conversions such as refrigeration and lifting equipment for your business fleet provides several key benefits:

- **Expanded services** – Refrigeration conversions allow you to transport perishable goods, opening up new business opportunities in industries like food, pharmaceuticals or floristry.
- **Compliance with regulations** – Refrigerated vehicles help ensure that perishable items are kept at regulated temperatures, supporting compliance with health and safety standards.
- **Improved efficiency** – Lifting equipment, such as cranes or tail lifts, streamlines the loading and unloading process, saving time and reducing manual labour for your team.
- **Enhanced safety** – By reducing the need for manual handling, lifting equipment minimises the risk of injury to employees, ensuring safer operations in line with health and safety guidelines. In this way, cranes and lifts can save time and money and increase employee morale.
- **Increased operational flexibility** – Vehicle conversions allow you to adapt your fleet to meet specific business needs, making it easier to respond to different client demands or industry requirements.
- **Reduced spoilage** – Refrigeration units help preserve the quality and freshness of goods during transportation, reducing the risk of spoilage and ensuring better product delivery.
- **Higher customer satisfaction** – Customised vehicles, such as those with refrigeration or lifting capabilities, ensure that goods are transported securely and efficiently, improving service quality and customer satisfaction.
- **Optimised vehicle usage** – Converting vehicles for specialised tasks means they can be utilised for multiple purposes, increasing the versatility and overall productivity of your fleet.
- **Competitive advantage** – A fleet equipped with specialist conversions gives you an edge over competitors by allowing you to offer services others may not be able to provide.
- **Increased profitability** – By enabling your business to offer new services and work more efficiently, vehicle conversions can lead to higher revenue streams and long-term profitability.
- **Tailored functionality** – Upfitting allows you to customise each vehicle based on specific job requirements, making your fleet more versatile and suited to the particular tasks at hand.



# What are the benefits of vehicle accessories and upfitting?

Commissioning vehicle accessories and upfitting, such as racks and storage, for your business fleet offers several benefits:

- **Improved efficiency** – Customised storage and racks allow for better organisation of tools and equipment, reducing the time spent searching for items and increasing operational efficiency.
- **Enhanced safety** – Upfitting with the right accessories can improve safety by securely storing tools in an organised way, reducing the risk of items shifting, being lost or left behind, or falling during transit.
- **Maximised vehicle space** – Custom storage solutions make the most of available space, helping to optimise vehicle capacity and improve overall load management.
- **Increased productivity** – With tools and equipment more easily accessible, your team can complete jobs more quickly, improving productivity and reducing downtime.
- **Vehicle protection** – Accessories such as partitions, liners, and protective racks help prevent damage to the interior of the vehicle, reducing wear and tear and preserving the vehicle's resale value.
- **Professional image** – Well-organised and functional vehicles convey a professional image to clients, showcasing your business as efficient and well-equipped.
- **Compliance** – Some upfitting accessories, such as load securing systems, help ensure that your vehicles meet legal safety requirements for transporting goods or equipment.
- **Reduced maintenance costs** – By preventing unnecessary wear and tear, upfitting can help extend the life of both the vehicle and its tools or equipment, leading to lower maintenance costs over time.
- **Employee satisfaction** – Providing staff with well-equipped vehicles improves their working environment, which can boost morale and job satisfaction.





# What questions should I be asking a prospective vehicle convertor?

Before commissioning a vehicle conversion or livery change, it's important to ask the right questions to ensure the job meets your business needs. Key questions include:

- What experience do you have with this type of conversion or livery project?
- Can you provide examples of similar conversions or livery work you've completed?
- Do you offer bespoke designs or custom solutions tailored to our specific business requirements?
- What materials and equipment will you use for the conversion or livery, and how durable are they?
- What is the expected timeline for the conversion or livery project, and how will delays be handled?
- Are there warranties or guarantees provided for the conversion or livery work, and what do they cover?
- How do you ensure that the conversion or livery adheres to industry standards and legal regulations, including safety and environmental compliance?
- Will the conversion affect the vehicle's existing warranty or insurance, and if so, how?
- Do you offer aftercare services, such as maintenance or repairs, after the conversion or livery is completed?
- What are the costs involved, and are there any additional charges that may arise during the project?

These questions will help you assess the suitability, reliability and professionalism of the vehicle converter or livery provider, ensuring the project is completed to your satisfaction.



# Vehicle Conversions summary

Converting vehicles provides various benefits depending on the type of conversion:

- Refrigeration enables the safe transport of perishable goods, expanding business opportunities in food, pharmaceuticals and similar industries.
- Lifting equipment improves efficiency and safety during loading and unloading, reducing manual labour and the risk of injury.
- Custom storage solutions optimise space and enhance organisation, boosting productivity and reducing time spent searching for tools or equipment.
- Professional livery increases brand visibility, creates a professional image, and offers cost-effective, mobile advertising.

Each conversion enhances fleet functionality, safety and efficiency while opening new business opportunities and improving overall service quality.

