

THE INSIDE STEP

For the People, Clients and Suppliers of AVS Steps • Summer/Autumn 2008 • Vol 1 No.3

Welcome to the latest edition of the AVS Newsletter, The Inside Step!

The last twelve months have been a very exciting time for the business, both here in the UK and Germany. We have experienced expansion with the opening of new offices in Bochum, nr Dusseldorf in Germany and launched two new innovative product ranges, the EX and SL cassette step products which have already attracted huge interest.

We have also been busy demonstrating that steps are no longer just for the mobility market; in fact we have seen an increasing rise in utility companies now fitting our steps to van fleets, to address health and safety concerns. Watch this space as we expect this market sector to develop even further!

And finally, thanks to everyone who continues to support us – customers, suppliers and staff – and we hope you all enjoy reading this issue of The Inside Step. Until next time.

Samantha Stewart

AVS EX STEPS HELP PADDY DOYLE BREAK ANOTHER WORLD RECORD

We enrolled the help of the Guinness Book of Records' World's Fittest Athlete, Paddy Doyle, to demonstrate the quality and endurance of the products we were showcasing at this year's Commercial Vehicle Show.

However, to the surprise and amazement of all show visitors, Paddy broke an official World Record for the

number of step-ups completed in an hour whilst wearing a 40lb back-pack – he was only supposed to do 5 minutes!

Paddy was invited to the show to perform 5 minute challenges on our steps for a bit of fun, and to visually demonstrate the robust and durable nature of our

new EX step range. However at his first attempt

"Paddy – we only asked you to beat the 5 minute record not the hour!"

he just kept on going past the 5 minutes and then, through gritted teeth, announced that he was going for the World Record, which was as much as a surprise to us as the crowd. His tremendous display of endurance created a real exciting buzz around our stand and to the amazement of us all,

he smashed the World Record before our very eyes!

Paddy successfully completed 1616 step-ups in an hour, using an EXE1000 set at the official 15" step height, breaking the previous record of 1511 step-ups.

To see the video of Paddy breaking this amazing World Record at the CV Show, visit www.avssteps.co.uk.



SALES SUPPORT TEAM

Many of you will have had the pleasure of talking to, or meeting Julie Evans, our UK Sales Manager, who was also the subject of our latest direct mail campaign! We are now pleased to present our new German Sales Manager, Monika Schuhe, who is heading up operations in Germany. Since joining the company, Monika has taken

responsibility for the Bochum office and led the successful launch of the SL and EX range of cassette step products into the German market. Using her sales and customer service experience from her time at T Mobile, Monika is also managing our key German customers, including Mercedes-Benz Minibuses GmbH and Reha Gruppe GmbH.



Julie Evans



Monika Schuhe



AVS STEPS ARE THE WORLD'S LARGEST SPECIALIST STEP MANUFACTURER & ALL STEPS ARE PRODUCED RIGHT HERE IN THE UK

THE PRODUCT OF CHOICE FOR IRISBUS

IRISBUS IVECO UK is now fitting AVS Steps' new slim-line SL series cassette step on its DAILY range of accessible vehicles.

Derek Tucker, IRISBUS's northern area sales manager, commented: "We have been successfully working with AVS Steps through Bluebird one of our coach builders, for a number of years now. For IRISBUS it's about the quality of the product, the service and delivery. There are cheaper alternatives available, but steps have to feel solid, be robust and reliable - 'fit for purpose' - and AVS's steps fulfill that requirement. The slimline design of the new SL range also compliments the design of our new range of DAILY accessible vehicles."

"AVS Steps also provide comprehensive warranties on their full range of steps, and these levels of assurance are seen as a very important differentiator by IRISBUS in order to protect its reputation for only using the best products on its vehicles" confirmed Derek.

Gary Robinson, Director at Bluebird adds: "We recommended AVS Steps to IRISBUS because they offer the most extensive range of manual and cassette steps in the market. We do a number of different vehicle conversions for IRISBUS, so to be able to source all of our step



The new SL series is slim and stylish

requirements from one company is important. To support this, AVS Steps are also able to provide excellent after sales service, by having the largest network of service agents in the UK."

GIANT LEAP FOR THE UTILITY MARKET

"A day spent climbing up and down 2ft or more of step is a tough day for anybody, and this is why steps are now finding their way into the workplace vehicle market," says Julie Evans, AVS Steps' Sales Manager.

"For our customers, including National Grid, Severn Trent, Wales and West Water and Scottish Water, to name a few, they provide a cost effective solution to health and safety concerns. Their principle aim is to prevent people who might otherwise jump down out of the back or side of a vehicle from suffering accidents and possibly long-term back and knee injuries."

To date AVS has supplied a range of manual / foot operated steps to the workplace market, to suit a number of different vehicles and work needs, and in some cases they have been fitted in a way that the driver has to deploy the step in order to gain access to the vehicle - the double fold-out step that was fitted on to one of Severn



Double fold-out step

Trent's vehicles recently illustrates this point. Julie predicts: "In the future we will see more and more companies specifying steps, in particular electric steps and we already have one large utility company trialling this alternative approach."

And finally,



Here is Keith Clarke at the 2008 CV Show trying to compete with Paddy Doyle by heaving an SLE550 over his head. It's an SL, it only weighs 18 kilos! Stick to the day job Keith!



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