



Case Study : Yuejin UK

## background

- > Yuejin (UK) Limited is the official distributor for Yuejin commercial vehicles in Western Europe.
- > They aim to provide the cheapest light commercial vehicles in the UK as well as gain exemption from the London congestion charge as they converted vehicles to LPG and reduced emissions sufficiently
- > Yuejin (UK) require marketing collateral for various campaigns to recruit dealers as well as sell vehicles direct to fleet managers, small businesses and sole traders.

## our response

- > We set about creating a recognisable look and feel for the brand that would provide a consistent framework for communications
- > We created a campaign of fax ads, trade press ads and post cards



**DRIVE YOUR BUSINESS FORWARD**

**PETROL AND LPG PRICES FROM ONLY £8995\***

The new Yuejin range represents the best value commercial vehicles money can buy.

Whether your requirement is for a flatbed, tipper, crewcab or box van you can now buy new rather than taking a chance on a used vehicle. The Yuejin range starts from only £8995\*.

- Powerful 2.2 litre engine
- LPG conversion available
- 3 year, 60,000 mile warranty
- Full range of finance packages

**0845 257 2007**  
www.yuejin.co.uk

**YUEJIN**  
The best value commercial vehicles money can buy

**Saving the environment starts from only £9995...**

- ✓ Environmentally friendly dual fuel LPG
- ✓ London Congestion Charge Exempt
- ✓ Choice of tippers, dropside and box vans in single, double cab & twin wheel variants



**LONDON CONGESTION CHARGE EXEMPT!**

For more information or to place an order call **0845 257 2007**  
www.yuejin.co.uk

**YUEJIN**  
The best value commercial vehicles money can buy

**LPG Trucks go free in London Congestion Charge Zone**

**Y**uejin (UK) Ltd have introduced a range of London Congestion Charge exempt environmentally friendly light commercial trucks. The UK's first low-carbon/low-emission dual fuel (LPG) tippers, dropside and box vans are available in the UK.

The trucks are manufactured in Cheng De, China, with a proven service, maintenance and repair network.

Also (for the owner of a VED) Exemption. The congestion charge exempt models are covered by the Fleet VED system.

The 2.2 litre dual fuel vehicle is manufactured using latest Japanese technology and design with proven starting, fuel efficiency and low fuel costs (LPG currently is less than half the price of diesel and on the purchase price is only 20p per litre). The trucks provide a great alternative to purchasing diesel commercial vehicles, with low fuel costs and

with a comprehensive 3 year/60,000 mile warranty all vehicles are available in single and double cab variants with a choice of 4x2 or 4x4 models. The Yuejin UK Ltd are set up in 2001 to fulfil the demand for reliable and environmentally friendly light commercial vehicles.

Yuejin are available on 0845 257 2007  
Email: sales@yuejin.co.uk

**YUEJIN**  
The best value commercial vehicles money can buy



**100% LONDON CONGESTION CHARGE EXEMPT!**

**Congestion charge exempt prices FROM £9,995\* NEW!**

The new Yuejin range represents the best value commercial vehicles money can buy. The environmentally friendly dual fuel tippers, dropside and box vans are manufactured in the far east, using licensed Japanese technology to ensure reliability and value.

- Congestion charge exempt on LPG models
- Powerful 2.2 litre engine
- 3 year, 60,000 mile warranty
- Environmentally friendly and outstanding LPG fuel economy
- Payloads start from 1207kg

**0845 257 2007**  
www.yuejin.co.uk

**LONDON CONGESTION CHARGE EXEMPT!**

**From £9995\***  
**3yr warranty**

No wonder it's in the spotlight.



**YUEJIN**  
The best value commercial vehicles money can buy

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# our response

- > We designed brochures and spec sheets for the vehicle range, which were distributed at vehicle shows, and mailed to prospective clients following enquiries

## Yuejin

The best value commercial vehicles money can buy



### specialised vehicles

**Box & Refrigerated Van Range**

For more specialised requirements, Yuejin also offer a range of rigid box vans, which have multiple applications, including delivery and networks, and the transportation of bulky items. The Box is configured with lockable double rear doors, giving easy access for loading and unloading.

For the food and drink industry, we offer pre-cooled refrigerated vans. This enables the vehicles to store product at a constant, controlled temperature, making them perfect for food wholesale delivery and catering contractors.



### full support package

**The best value commercial vehicles money can buy**

**Financing Options**

There are a number of ways in which you can choose to finance your purchase of a Yuejin vehicle and we offer a variety of financing options through our retail finance partner. For more information call us on 01937 257 257.

**Warranty**

Every Yuejin vehicle is covered by a 3 year, 60,000 mile warranty to give you peace of mind. This is accompanied by a one year roadside breakdown recovery service.

**Service and repair support**

Our priority should something go wrong with your vehicle, is to ensure you are contacted as quickly as possible. We have a national network of garages and repair centres to help you, and a parts service offering next day delivery.

**Insurance**

Your existing broker should be able to insure your Yuejin vehicle for you in the normal way. Yuejin UK have negotiated special rates through the biggest commercial vehicle insurer in the UK, Commercial Vehicle Direct. To take advantage of this, call CVD on 0873 761 616, quoting reference 2337.

**Range of fuel options**

This model range is powered by a 2.0T to petrol engine. In addition we also offer an LPG (liquefied petroleum gas) adaptation, which enables the vehicle to run on LPG, a cleaner burning option, particularly for those who use high mileage. LPG is not widely available in the UK through our 1,200 retailing network.

The Yuejin factory approved LPG adaptation is fully guaranteed by our 3 year warranty and covered by LPG approval guidelines.

## Yuejin/XK Double Cab Pick Up



**YUEJIN**

The best value commercial vehicles money can buy

Yuejin UK are proud to present a Yuejin XK Double Cab pickup to the UK market.

Class leading pickup is manufactured for us exclusively by Hino Automobile group in China, a world high specification pickups are built to exacting ISO quality standards without compromise price.

**Understanding Your Value**

The new Yuejin XK double cab pickup provides the ultimate value service for busy working commercial fleets.

With powerful Hino Diesel Turbos D5 engine, 3.3 Torque, advanced and independent front suspension, the Yuejin XK provides the tools to get the job done. Based on advanced technology and built to European quality standards in China, the Yuejin XK delivers the power by getting a new low price point for the pickup marketplace.

For work or for play, the value is not just in the price, or the mileage, it's what you get for the money. Comfort, reliability throughout with your steering, advanced central locking. These all help allow drivers are all considering an investment, you will stay true to this pickup.

Fuel cost from 7p per mile.\*

**Save the environment - Buy a Yuejin XK Pickup**

Yuejin (UK) Ltd are passionate about environmental concerns. As a consequence we have focused our energies on providing the most environmentally friendly vehicles we can.

Tackling initial purchase concerns faced on the Yuejin XK, we have chosen to invest purchase concerns of all Pickup trucks in the UK. By offering the rights of the manufacturer's Approved Price (AP) (LPG), you have the opportunity to get the lowest CO2 & NOx emissions tax. LPG has also been proven to lower CO2 emissions. The LPG fuel tank is set in an offset. It has the advantage of using the only pickup under current legislation to have 100% discount from the standard Company Car Charge Scheme.

This not only benefits the environment but your tax, with LPG costing less than high current diesel prices. For all enquiries regarding the savings you can realise from our carbon friendly vehicles please call us on 01937 257 257.

MODEL	YUEJIN XK	YUEJIN XK
<b>PERFORMANCE</b>		
Max. Speed	88 mph	88 mph
Gear	5	5
Engine Power kW	100 (136) @ 2000	100 (136) @ 2000
Engine Torque Nm	217	217
Engine Torque RPM	2000-2500	2000-2500
Fuel Economy (litres/100km)	16.0 (20.0)	16.0 (20.0)
CO2 Emissions	15.9 (20.4)	15.9 (20.4)
<b>ENGINE AND DRIVE TRAIN</b>		
Block	D5	D5
CC	2000	2000
Compression Ratio	22:1	22:1
Injection System	MPFI	MPFI
Cylinders	4	4
Fuel Delivery	Injection	Injection
Fuel Type	Petrol/LPG	Petrol/LPG
Steering	R	R
Transmission Type	Manual	Manual
Number of Gears	5	5
Wheels	16	16
Wheels per axle	2	2
Drive	4WD	4WD

VEHICLE DIMENSIONS	YUEJIN XK	YUEJIN XK
Height	1910mm	1910mm
Length	4710mm	4710mm
Load Height	1650mm	1650mm
Load Length	3400mm	3400mm
Load Width	1470mm	1470mm
Max. Load Capacity	1000kg	1000kg
Max. Speed	88mph	88mph
Wade Depth	1000mm	1000mm
<b>WEIGHT &amp; CAPACITIES</b>		
Gross Train Weight	2500kg	2500kg
Gross Vehicle Weight	2000kg	2000kg
Minimum Weight	1400kg	1400kg
No. of Axles	2	2
Front Axle	1000kg	1000kg
Front Axle Axle	1000kg	1000kg
Front Axle Axle	1000kg	1000kg
<b>GENERAL</b>		
Battery kW	80	80
Battery Cells	12	12
Front Brake Type	Disc	Disc
Rear Brake Type	Disc	Disc
Front Suspension	Disc	Disc
Rear Suspension	Disc	Disc
Front Suspension Type	Independent	Independent
Rear Suspension Type	Leaf	Leaf
Standard Warranty	3 Year/60,000 Miles	3 Year/60,000 Miles



# Website

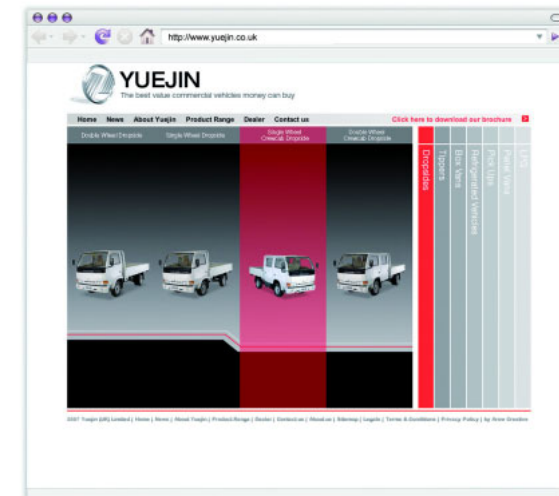
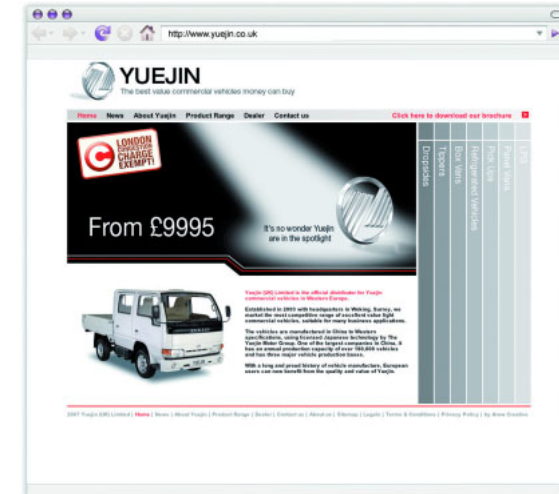
## Requirement

To create a website to show the range of Yuejin commercial vehicles. The site also has downloadable pdf spec sheets and pricing information as well as a content management system for updating news/PR articles.

## Solution

A XHTML solution using CSS, compliant with W3C standards – includes a content management system coded in PHP with a MySQL database.

<http://www.yuejin.co.uk>



## get in touch now

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