



Mobile Retail

BUILT FOR BUSINESS

Sensational vehicle conversions, uniquely yours



Part of the Mobile Retail Group

Upwardly mobile

From trikes and trailers to cars and vans, we work with pretty much any vehicle including the playful commercial Piaggio, which we import exclusively.

STREET FOOD

Imaginative, commercially-focused mobile food and beverage vehicles for high street multiples and independent traders



RETAIL

Dynamic mobile retail and communication vehicles for streets, airports, railway stations and live events



MARKETING

Impactful, brand-relevant vehicles for promotion, sampling and brand awareness



Not just a pretty face

The stunning, handcrafted vehicles that we custom-transform do far more for your mobile business than simply turn heads.

From helping to put your corporate show on the road to turning your start-up dreams into reality, we make absolutely sure that your vehicle is not just fabulously stylish but a great commercial asset too.

Everything we do is steered by your new venture or your brand - from equipment and fittings to look, feel and performance. We spend time getting to know you and your aims. We put a tremendous amount of thought and care into what we design and build. We guide, advise and support. And we use all of our wisdom, skills and creativity - plus a generous sprinkle of magic - to produce a unique vehicle that fits perfectly with your ideas, your style, your brand and your ambitions.

Come on in and read our customers' stories, see the vehicles that delight them and find out how we'll help you shine.

Enjoy the ride!



BRAND CHAMPIONS

Helping you reach more customers, sell more of your products and services, and make your brand stand out.

We inject a wealth of business know-how into all that we do so that what we deliver drives brand campaigns, helps commercial goals hit the spot and champions new ventures.

We understand exactly what happens when you operate your mobile business as we've done it ourselves. The same goes for brand management and campaigns, with our super-skilled brand professionals working at the highest levels.

Our hands-on knowledge and experience really counts, keeping your vehicle beating beautifully to your business drum.



"Their vision to see through the challenging technical requirements of making 3,000 proper brews a day really won us over. We felt the team understood how important it was to us to get the brand look and feel right. Especially, when it came to colour matching and making sure the high standard of our brand came through in all of the quirky little details. The collaboration between our teams overall was a brilliant experience."

- Yorkshire Tea

Behind you all the way

Whether you're launching a new solo venture or want to put your blue chip brand in the spotlight, we'll be with you every step of the way.

NO SIZE FITS ALL

Every vehicle conversion is entirely bespoke, with nothing off the peg.

We spend plenty of time talking to you so that we understand exactly what you're looking for, the ideas you have, how you see your business and what works best for you. These discussions make a world of difference, paving the way to a stunning vehicle that's a precise fit with your needs and uniquely yours.



SPECIAL INGREDIENTS

We think long and hard about every aspect of your project so that you're as over the moon about your vehicle as we are.

- We design, craft, build, fit and install everything, right down to the tiniest detail, so that your vehicle is 100% ready for business

- Expert workmanship, attention to practicalities, premium quality materials and high-performance fittings and equipment mean that every element runs like clockwork

- From designing a knockout logo for a new business to brand application that cleverly reflects campaigns, we make sure that you put on a terrific show

It's a pleasure

From first conversations to long after delivery,
our door is always open.

Nothing is too much trouble - whether it's advising on start-up business plans and financing or sitting in on meetings with corporate teams or their marketing agencies.

We can help you choose the right vehicle model, direct you to insurance companies and advise on licences. We can give you tips on how to negotiate the best pitch and even help with menu plans and pricing goods and services.

Before you take delivery we'll run tailor-made coaching sessions for you - from barista training and operating everything we install to getting the most from your vehicle. We're also here for you once you've driven away, whether for advice, support or additional work as well as annual vehicle safety checks, testing and servicing.

Miles ahead

1 Exploratory meeting

2 Brief development

3 Outline concept and budget cost

4 Deposit

5 Design development

6 Quotation and specification

7 Sign off

8 Manufacture

9 Final payment

10 Delivery

11 Ongoing after sales service

One for the road

KEEPING THE DRINKS FLOWING

If you're planning to raise a glass to this lucrative market, we'll make sure of a vehicle that does your tipple proud – from lively Prosecco and craft gins to premium lagers.

With plenty of help on tap, we'll give you all the know-how you need, including obtaining a license, menu costing, operating the equipment and maintenance. We can even put you in touch with some great drinks suppliers.

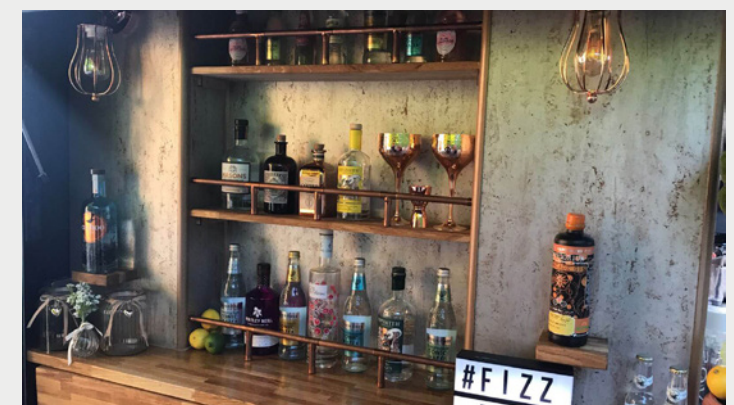
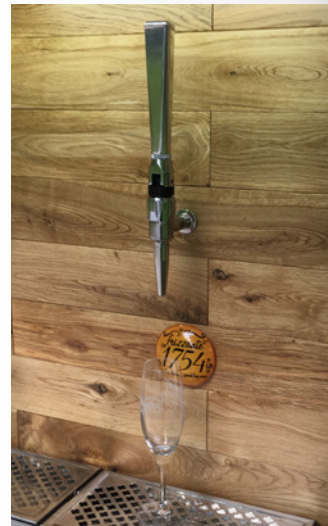


Miss B's Bubbles

WHO Mark and Sarah's Prosecco bar

WHAT For their first mobile business, the couple wanted an authentic Italian vehicle with a fresh, classy look that captured the spirit of their adventures in Italy

WHERE At events in Kent - Mark and Sarah call it "a little piece of Italian charm in the Kent countryside"





Feeding your passion

COOKING UP A STORM

From working with start-up foodies to some of the best-known restaurants and chefs - including Jamie Oliver, Snog and Fortnum and Mason - we've created jaw-dropping street food vehicles that boost brand awareness and generate exceptional revenue.

We put huge thought into the equipment we recommend and install, factoring in every aspect of your business such as your product, your target turnover, vehicle space and power source.



Flying Frenchman

WHO Artisan food producer Guillaume Desmurs

WHAT Designed for cooking, selling and promoting the French chef's food range. A stainless steel-topped reclaimed timber table pulls out at the front for serving

WHERE Out and about on the busy streets of London

Hitting
the
sweet
spot

Gelato
Since 1985

Gelato
Since 1985



MOUTH-WATERING FROZEN ASSETS

Ice creams are always huge crowd pleasers, and with an attention-grabbing vehicle to sell them from, get ready for the queues.

We've worked with ice-cream sellers from all over the world and share ideas and innovations with global suppliers, especially the experts in Italy. With experience and skill on our side, we've produced some of the most delicious-looking vehicles on the market - including for Walls and Magnum.



Roberto

WHO Eve's double-sided gelato and Prosecco van

WHAT Cleverly designed and fitted so that both ice cream and Prosecco are displayed in style and can be served by one person

WHERE At events, parties and festivals in the Hull area and beyond



Way to go!

MAKING A SPECTACLE OF YOURSELF

You name it and we'll help you shout it out loud – from product sampling and new services to event promotions and customer experiences.

Exciting exteriors that celebrate your brand and your campaign. Cleverly planned interiors that are as big on looks as they are on functionality. Innovative fittings and features and specialist applications ... it's all in a day's work.



Unilever

WHO Marketing campaign for Walls and Magnum brands

WHAT A fun and exciting look for Walls and a classy feel for Magnum – including real gold leaf vinyl graphics and a perspex 'M' inside, filled with real cocoa beans

WHERE Up and down the UK and at major theme parks

"The Piaggios are eye catching and draw big crowds when out on the streets, they are in high demand when we take them to trade shows. The customer service we received has been excellent with the engineers being on hand to talk me through any problems I had."





Full
of
beans

The BIG
Coffee

CAPTIVATING THE CROWDS

From a Piaggio Ape to a VW Transporter and everything in between, our street-smart vehicle conversions guarantee heaps of attention for coffee businesses on the go.

With over a decade of hands-on history in the coffee business and a passion for all things coffee, we go far beyond crafting and building an amazing vehicle for you. Like helping you choose the right vehicle for your needs, providing tools for your business plan and giving you barista skills training.



Nelo's Coffee Indulgence

WHO John's cherished coffee cart

WHAT Following a successful career in marketing, we helped turn John's dream of running a mobile coffee business into reality and continue to support him

WHERE Local markets, events and festivals in Leicestershire and Nottinghamshire





The
sky's
the
limit

IN SPECTACULAR STYLE

There's pretty much no limit to the type of vehicle we can convert for your coffee business. We can work with your existing vehicle or advise you on what would best suit your aims. Whatever you choose, we'll make sure it's jam-packed with pizzazz, practicality and performance.

The BIG
Coffee

Brewed to perfection

Whichever vehicle you have, an espresso machine will be the lifeblood of your business so it needs to be right. The make and model has to dovetail perfectly with where and how you use it, and work equally well on gas and electricity.

We're huge fans of Francino machines and thoroughly recommend them. We've worked with the company for over 10 years and we're very impressed by the superb quality as well as the fantastic after-sales support and warranties



The one and only

Our sister company is the UK's sole authorised importer and distributor of Piaggio commercial vehicles and we make the most of their specialist knowledge and tremendous expertise.

Every new Piaggio sold by us or by our authorised dealers comes with an official 2-year warranty and we work hand in hand with the Piaggio team in Italy so that you've got their backing as well as ours.

We also provide full post-sale servicing and support – either direct or through one of our authorised service centres – and use only genuine Piaggio products and parts to ensure that your warranty stays watertight.

Vote of confidence

We have so much confidence in our Piaggios that we offer a buyback scheme on all vehicles bought from and customised by us.

Ape 50

Oozing retro Italian panache and perfect for any start-up business, it's just 2.5 metres long, economical to run and there's an electric power option too.



Ape Calessino

The most iconic of all the Apes, we make sure that we always retain the legendary shape, style and fabulous charm of this jaunty gem.



Ape Classic

The hugely popular Classic has all the style and versatility of the 50 but offers more functionality and it can carry more weight.



PORTER

This multitasking big brother can carry a lot of weight and is slim enough for trading in narrow streets.





Jamie's
ITALIAN

Coca-Cola

TAYLORS
of Harrogate · since 1886

SUBWAY

UpperCrust

SSP



COMPASS
GROUP

london stansted
airport
PART OF M.A.G

holroyd howe
feeding independent minds

Newcastle International
Your Airport

easyCoffee

FORTNUM & MASON
EST 1707

LINCOLN & YORK
YOUR COFFEE PARTNER

In good company

Handcrafting standout vehicle conversions since 2006

WHO WE ARE

We are a close-knit, talented team with king-size determination and tremendous passion for what we do. With experience of converting over 1000 vehicles, we take huge pride in our work and put heart and soul into every project.

WHO WE WORK WITH

Our local, national and international customers come in all shapes and sizes. We've worked with some of the largest blue chip companies in the world as well as sole traders starting a first-time business.

These are some of the companies we've helped.

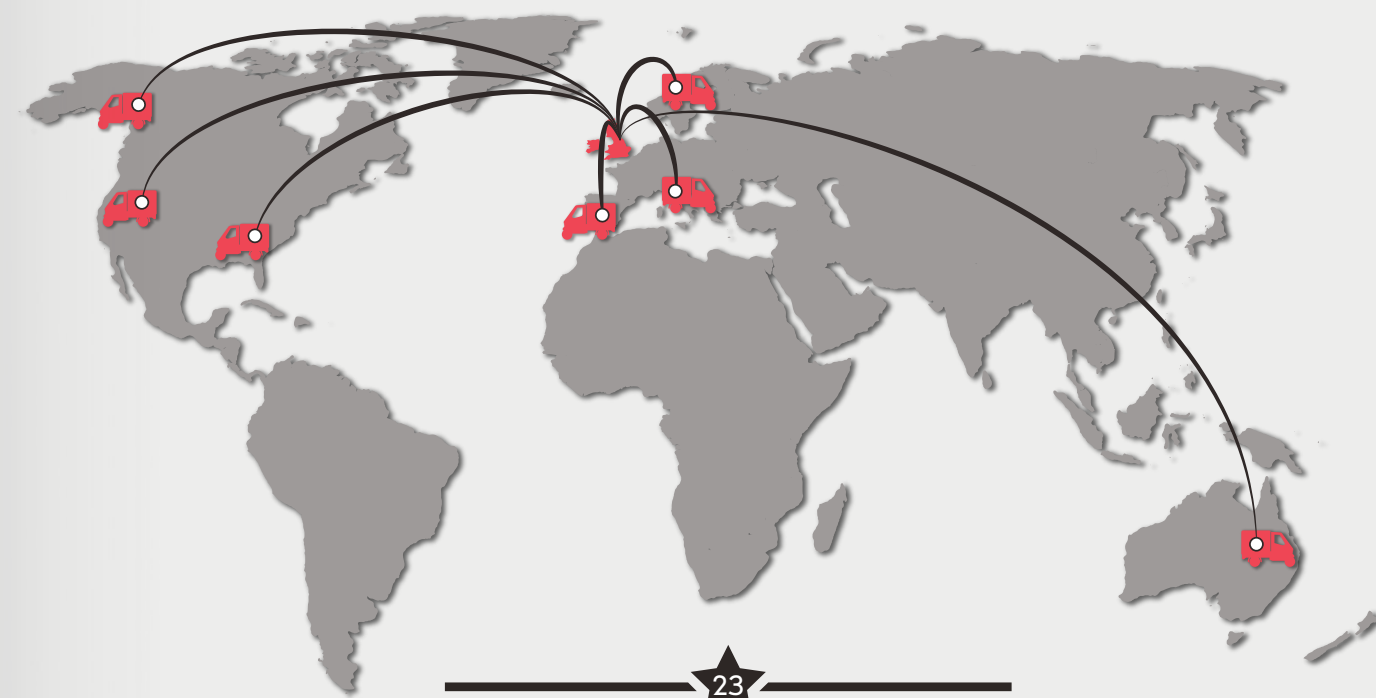
At the helm

Jason O'Neill and Rob Dixon are the company directors. Jason spent 10 years as Piaggio UK's sales and marketing manager, where he honed his skills in corporate brand management and growth, nationally and internationally. Rob ran his own café bar for nearly 11 years, bringing invaluable on-the-ground business expertise to the table.

On board

From fabricators, mechanics, welders and panel beaters to designers, customer care and after-sales support staff, our strong team is the heartbeat of our company.

Always innovative and ever proactive, they roll up their sleeves and work their socks off.



Mobile Retail

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Distributor of the Year
2012 - 2013 - 2015