

# In the Licensee spotlight



## Dack Hire

Some of our Licensees may know Dack Hire better as Lincoln Vehicle Hire, however over the last 18 months the business has gradually been rebranded as Dack Hire.

The business was established 11 years ago by former vehicle technician Leo Dack. From a 'one man band' Leo has since grown the business to 40 employees and expanded it from vehicle repairs and sales to vehicle hire to form the Dack Motor Group.

Now, with its 125-strong commercial fleet fully sign written as Dack Hire, we caught up with the business founder Leo Dack (pictured above) who told us what prompted the change.

### *Why has the business rebranded?*

I originally set up Lincoln Vehicle Hire in 2018 to establish a new income stream for the business which already offered vehicle servicing and sales. The next logical step in the group's growth was to add vehicle hire and it made sense to have everything under one brand. It's taken us 18 months to rebrand every vehicle, but we are finally there.

### *What prompted your decision to join United?*

When I decided to set up Dack Hire, having no experience of the vehicle rental industry, it made absolute sense to join United immediately. I see United as more of a partner rather than a supplier; someone I can pick up the phone to when I need advice.

### *How many vehicles does the business have?*

We started off with three vans and over the last three and a half years we have grown this to 125 vans. I have plans to more than double the fleet by 2024. We focus solely on commercial vehicles. They really excite me as someone will always need a van – the pandemic has proved that.



### *What are the future plans for the business?*

The first few vehicles have just come off rent and our retail department is now selling them. My original plan – to have a full service, hire and sales business – is now coming together which is really exciting. My next step is to make more of our vehicle build and customisation service. We have a contract with a coffee franchise, supplying mobile coffee vans. Most recently we replaced the diesel generators with lithium batteries to enable the business to operate in a more environmentally friendly way.

### *Is your business investing in electric vehicles?*

We've just taken delivery of our first electric van, the Maxus eDeliver3, which we'll be supplying to a customer that installs electric charge points. We've dual-branded the van with the customer so I'm hoping that gets Dack noticed for electric vehicle hire and sales. We've embraced

electric vehicles. After all, if you don't innovate, you evaporate!

### *What advice would you give to someone getting into the vehicle hire business?*

Have a proper business plan. Knowing what I know now, I would have mapped out the vehicle hire journey from year one to year four. I think we could have grown a bit faster if I would've done that.

