

# Platinum Group opt for J&J

**T**HE PLATINUM Motor Group had somewhat humble origins when it was launched by managing director Rodney Cuff in the early 1970s. Under his skilled direction it matured into a sharp, modern concern with multiple dealerships spanning Wiltshire and Somerset.

Sadly Rodney passed away in 2012 but his son Jeremy, who is joint managing director with Odette Shockledge, is continuing to practice the traditional values espoused by Rodney.

Key to Platinum's success is first class customer service, just a part of the legacy Rodney instilled within both company and employees. Another important principle is that of never becoming complacent in this fast paced consumer driven market. To this end they have a programme of continual investments. Money is spent on new high tech premises and sympathetic refurbishments of older sites across the Platinum Motor Group.

As a long standing customer



of J&J Conversions Ltd the Platinum Motor Group undertook a fleet replacement schedule starting with a new 12T Mercedes Atego fitted with a Super Hawk Twin deck.

After many years of operator feedback, J&J adapted, modified, developed and engineered the new Super Hawk resulting in a product offering operators ease of use and a product with long-term durability. So confi-

dent are J&J in their equipment that they offer a three year unlimited mileage warranty on their Super Hawk, featuring innovative built-in, flip over aluminium ramps ensuring optimal loading angle and a closed section aluminium checker plate top deck making Super Hawk the perfect choice for all of Platinum's new vehicle movements. And there's a lot of movement! Platinum Group sites cover Re-

nault, Vauxhall, Nissan, Toyota and Skoda to name a few!

Glynn Lawrence from J&J Conversions was delighted Mike and Ray from The Platinum Group found the time to visit J&J's Andover site to look at their Super Hawk in build. Proud of their modern factory J&J will welcome any customer or potential customer to witness them at work. Like Platinum, J & J started from humble beginnings and works from the same standards of business ethics, continuously investing in the business striving to provide their customers with an outstanding customer experience.

Platinum's next J&J build, another twin deck on an Iveco Daily is scheduled to begin shortly.

For more information on vehicle sales, motorability or Platinum's Financial Solutions please visit [www.platinummotorgroup.co.uk](http://www.platinummotorgroup.co.uk).

For details on any J&J products please visit: [www.jjconversions.co.uk](http://www.jjconversions.co.uk) or e-mail [glynn.lawrence@jjconversions.co.uk](mailto:glynn.lawrence@jjconversions.co.uk).

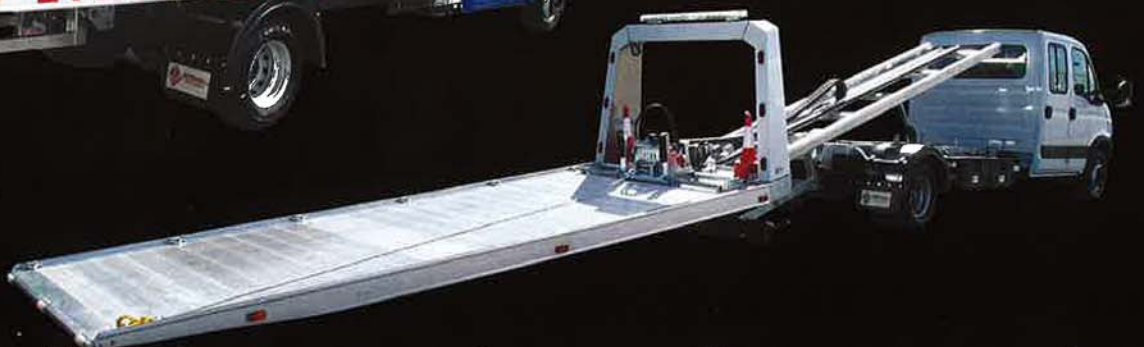


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