

MiX Vehicle Conversions sold to Imperial Commercial

MiX Vehicle Conversions, the specialist body-building and vehicle-equipment-fitment division of MiX Telematics, has been purchased by Imperial Commercial Limited. Rebranded Mackworth Vehicle Conversion Specialists, the operation will transfer to premises in Derby which are significantly larger than its present home in Minworth, West Midlands, and as such will allow for further growth and development of the business. The change of ownership came into effect on 1 July 2011.

"This is a very positive step for the conversions business," comments Tony English, Managing Director of MiX Telematics. "As part of Imperial Commercial, a major and growing vehicle supplier in the core market in which MiX Vehicle Conversions operates, we are sure it will go from strength-to-strength. This transaction will also ensure that we at MiX Telematics can concentrate on our core competency of providing fleet management and vehicle tracking solutions to the UK and European markets."

Since its creation in 2002, MiX Vehicle Conversions has specialised in the design and fitment of bespoke equipment solutions for a wide range of industries, notably including the utilities and aviation sectors, plus the manufacture of its own-design van bodies. Among its products in this area are a range of lightweight tipper bodies and a demountable aluminium equipment pod for pickups.

Photograph: A high resolution image to accompany this release is attached.

MiX Telematics

Founded in 1996, MiX Telematics is a global provider of vehicle tracking and fleet management products and services to consumers and companies of all sizes in over 75 countries on six continents. The company's commercial product range – formerly marketed under the VDO brand and sold by Siemens VDO for 10 years – helps fleet owners ensure driver and passenger safety, reduce fleet running and fuel costs, comply with selected industry regulations, and track and protect vehicles and drivers. Commercial customers include Parmalat, Schlumberger, Chevron, Greyhound, Spar, and Scania. MiX Telematics has offices in South Africa, Germany and the United Kingdom and an extensive global distribution network.

Further information:

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