

The road to succ



How a family holiday led to M and C's one stop motorhome shop

While loving your product isn't always enough to develop a successful business, it definitely helps. Steven and Kerry Pritchard's Hull-based motorhome dealership, M and C Ltd, was born from their own resourcefulness and passion for travel and they've never lost sight of those early impulses.

Back in the late 1990s, the couple were keen to explore Europe with their young children and figured that a motorhome would be the ideal way to do it. But on teachers' salaries, a family motorhome was prohibitively expensive for them.

Instead, Steve bought a large commercial van and, using his

engineering skills, set about converting it into the perfect vehicle for their needs. After a fantastic six week adventure, they sold the van to recoup their expenditure, even securing a profit from the deal. It was the start of a business dream for them.

Over the next few years, while teaching Monday to Friday, Steven and Kerry would spend their weekends buying and selling used and new left hand drive motorhomes from Germany, gradually establishing a base for their business.

Eventually, in 2009, the Italian motorhome manufacturer Rimor was looking for a UK dealer to re-establish its family-oriented range. As a result of their previous success with the left hand drive vehicles they had imported from Germany, M and C Ltd were awarded the UK

and Ireland rights to import the Rimor models.

This propelled the business forward, expanding even further when they became an approved Eddis dealer for both motorhomes and caravans. Motorhome hire soon became a major wing of the business, offering potential motor-homers an opportunity to experience the product prior to making a large investment in their first motorhome.

Glowing reviews

Great service has always been at the forefront of the company's ethos, as evidenced by their glowing reviews. They're regularly praised for their professionalism and the time spent with each customer, with nothing too much trouble. As one posted recently, "We picked the cheapest van on

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M and C has built its reputation on providing excellent customer service. It has an NCC Approved workshop with many years of experience in servicing any make or model of motorhome. It is also a main dealer for Eddis motorhomes and touring caravans alongside a range of other imported models.

display but we were treated like it was the most expensive... We wouldn't hesitate to recommend and when we're ready to upgrade we will be back."

As well as repeat custom and word-of-mouth recommendations, Steven insists that good staff are key to their continued success. "We place great value on staff retention and training," he says. "So much so that all our technical staff are either NCC Approved or working on apprenticeships to attain the relevant skills and qualifications. Most have been with us for many years, some from the very start of the business, so they have great

experience of all the ranges we support".

August 2023 saw the company's most significant move to date as they purchased a new site on Reservoir Road in central Hull. With an eight-bay workshop for vehicle preparation, a body-shop with a paint spray facility, a vast parts store, smart new offices and customer waiting areas, they've established the perfect one stop shop for all customers looking to purchase and service their motorhome or caravan.

Following discussions with Eura-Mobil Motorhomes, who were looking for a dealership to re-establish their range of luxury motorhomes back into the UK

market, M and C Ltd displayed the first models at the Motorhome and Caravan Show at the NEC in October 2023, creating substantial interest. They placed a significant order for a range of motorhomes, from the family orientated, Fiat-based Activa One and Mercedes-based luxury low profile Contura models through to the Fiat-based Integra and Integra Line A-Class ranges, providing exceptional choice for their customers.

The company is now looking to establish a dealer network for both the Rimor and Eura-Mobil ranges, as well as a new branch to support their customers across the UK. If you're interested in becoming a Rimor or Eura-Mobil agent, contact M and C Ltd's Andy Brand directly at andy@mandcltd.com.

For more information, see www.motorhomesltd.co.uk.

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