



One Company, One Call, Countless Solutions.

Red Stripe

Location: Jamaica, West Indies

AMECO Project Quick Facts:

Project Duration: Ongoing since 2002

Scope of Services: Fleet purchase, fleet management, fleet maintenance and repair, fleet replacement and disposal, accident tracking and monitoring, emergency dispatch services

On July 2, 2002, Red Stripe, a division of Guinness UDV and a wholly owned subsidiary of Diageo, awarded AMECO a contract for the provision of fleet management and maintenance services in support of Red Stripe's beverage production and distribution business in Jamaica. Under the 5-year agreement, AMECO provides fully maintained fleet units to Red Stripe management, production and delivery personnel. AMECO's work scope also includes:

- Acquisition of Red Stripe's existing 239-unit fleet
- Supply of AMECO-owned forklifts, beverage delivery trucks, and automobiles
- Maintenance and repair of all fleet units
- Scheduled refreshing and updating of the fleet
- Rightsizing of the fleet
- Provision of emergency dispatch services
- Accident tracking and monitoring
- Fleet utilization tracking and reporting

Understanding that reliable forklifts are essential to Red Stripe's beverage, production and distribution operations, AMECO's first priority was to upgrade and replace the existing, unreliable forklifts with new, AMECO-owned units. Replacement was accomplished within the first few months of the contract.

AMECO has also introduced modern beverage delivery vehicles into the fleet. The new trucks carry more beverage units/product and have locking and product security features that were not available with the pallet body carriers previously used by Red Stripe.

Working onsite at Red Stripe's manufacturing plant in Kingston and its various warehouse facilities located throughout the country, AMECO has consistently exceeded the performance metrics employed by Red Stripe management to measure fleet reliability and availability.

Allowing AMECO to handle its fleet operations had enabled Red Stripe to reduce its overall operating costs, increase the amount of beverage product that it delivers to market, eliminate the cost of fleet ownership, and reallocate capital and personnel resources to core business initiatives.

