



B2B prospecting for UK dealers and manufacturers.

Trawla finds the businesses about to buy vehicles: how many, what type, when they'll move, and who signs off the deal.



Book a demo

trawla.net/demo

Who's buying, what, and when. Across every business in Britain.

Vehicle demand is measurable. Fleet age, headcount growth and available capital show which businesses will need vehicles, and when. Trawla measures this across every UK company and ranks the whole market by strength of need.

FOR DEALERS

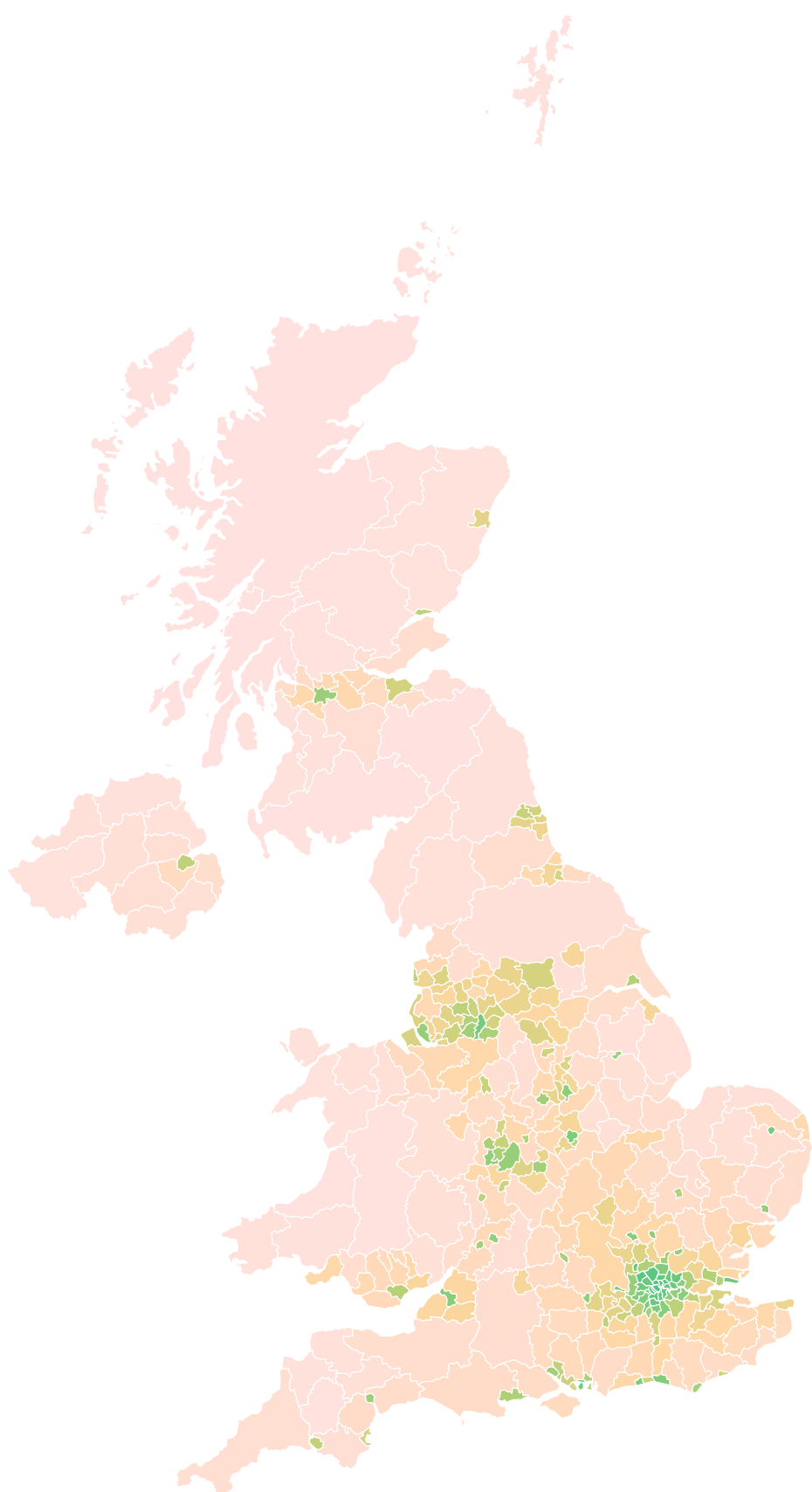
Dealers get the ranked list for their own area: which businesses need vehicles now, what they need, and who to contact. New businesses join the list as their need appears.

FOR MANUFACTURERS

Manufacturers get demand by region and by vehicle type, and use it to set targets, place stock and support dealers where the orders will land.

Every district coloured by how ready its businesses are to buy, drawn live from the product.

 trawla.net/dealers-map



A live list of every buyer in the region.

Every region opens into a complete directory of its businesses, ranked by strength of need. The strongest cases sit at the top; the whole market is beneath them.

☰ Prospects				Ranked by need
OL	Oxenholt Logistics Ltd Road haulage · Maidstone	34 staff	£2.1m net assets	88 Strong
TP	Threlkett Plant Hire Ltd Plant hire · Sittingbourne	60 staff	£1.6m net assets	84 Strong
HE	Harewick Estates Ltd Property management · Ashford	15 staff	£3.2m net assets	74 Good
BC	Bewdale Care Homes Ltd Residential care · Faversham	240 staff	£1.9m net assets	72 Good
HV	Harlspeth Vale Construction Ltd Groundworks · Tonbridge	35 staff	£780k net assets	68 Good

Example only. None of these are real companies.

01 Find. Trawla surfaces every business in the region that needs vehicles.	02 Why. Open any name and the case is laid out: fleet ageing, team growing, first car due.	03 When. It also tells you when to act: approach now, line one up, or hold.
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The list is live. The day a business in the region starts to need vehicles, it appears on the list. There is no refresh to run and no report to wait for.

Four answers on every business.

On every business, Trawla recommends how many vehicles, what type, how they'll pay, and when to approach.

01 How many.

Cars and vans are counted separately, as a range your team can plan the pitch around rather than a hunch.

02 What type.

The body styles that fit how the business works, from executive SUVs and saloons to panel vans and pickups.

03 How they'll pay.

Outright, contract hire or finance. Each route is graded, so you open with the deal they already prefer.

04 When.

Approach now, line one up, or hold, with the quarter it's likely to change.

✦ Recommendation

Oxenholt Logistics Ltd

VANS

~ 3 Large van

CARS

~ 1  Pickup

AGREEMENT

✓ Strong	Contract hire	renews, doesn't own
✓ Good	Finance / HP	used before
✗ Weak	Outright purchase	cash runs tight

TIMING

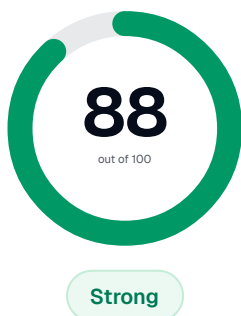
 Approach now

Likely to change around Q1 2027: a median of 8 months to the next purchase.



Every score shows its working.

Open the score and the reasons are laid out, biggest driver first, with the figures that made it.



Fleet age (5.8 yrs)

Past its usual replacement point, the strongest single driver here.



Spent on vehicles this year (£210k)

Fresh spend on the fleet. Replacement is happening now, not someday.



Working capital (-£120k)

Cash runs tighter than the sector norm. Expect a finance-led deal.

Example only. Oxenholt Logistics Ltd isn't a real company.

Everyone behind the business, and the best way in.

Trawla names the people behind every business: the owners, the directors and the senior staff. It puts them in order, so your team knows who to call first.

 **People**

Oxenholt Logistics Ltd · 9 on record

01



D. Marrowby Owner & Managing Director Best route in

Controls the company and signs off the fleet. Also behind Marrowby Haulage Ltd: one conversation, two accounts.

 LinkedIn  d.marrowby@ox.....co.uk  07811 ... 52

02



L. Crowther Transport Manager

Runs the vans day to day, so an ageing fleet is their problem before it's anyone else's. A strong second contact after the owner.

 LinkedIn  l.crowther@ox.....co.uk

03



E. Garsdyke Finance Director

Approves the spend. Bring the contract-hire numbers.

 e.garsdyke@ox.....co.uk

+ 6 more on record: every director and senior name behind the business, ranked by pull on the decision.

Example only. Oxenholt Logistics Ltd isn't a real company; the people named are fictional.

Who really controls it.

Ownership isn't always what it looks like. Trawla maps who ultimately controls each business, and every other company they're behind. One good conversation can open a whole group.

How to reach them.

LinkedIn, work email and direct line are each marked as available before you commit to the approach. Your team never chases a guessed address or a dead number.

An agent that has already read the file.

The Trawler Agent answers questions about any business on the list, and shows where each figure came from so your team can check the case. In the conversation below, it works out what the company needs, builds the financial case, and drafts the first message.

Trawler Agent

Westmire Media Group Ltd

01 INVESTIGATE

How many vehicles does this company need? Justify it.



2–3 cars, 0 vans, favouring executive saloons or SUVs.

- A £70k company car already on the books, bought in FY24 and now worth ~£39k on their own numbers. Squarely in its replacement window.
- Two equal co-owners. Firms like this usually run matching executive cars.
- Headcount 3 to 7 in two years, with ~£1.02m in cash to fund the deal.

02 PLAN

Lease or buy outright? Run the numbers on their circumstances.



Contract hire, even though they could easily pay cash.

For two premium cars (~£140,000 all-in) over a three-year term:

	OUTRIGHT	CONTRACT HIRE
Upfront cash	£140,000	~£9,600 ✓
Depreciation risk	~£68,000 on their books	£0 (the lessor's problem) ✓
VAT recovery	None with private use	50% back on rentals ✓

Their last car lost ~44% of its value in two years. Leasing hands that risk over and keeps 99% of their cash working in the agency. Go electric and the rentals typically become fully deductible too, which their accountant can confirm.

03 EXECUTE

Who do I contact? Write me a LinkedIn message.



Both co-owners: a two-car decision needs both aligned. Start with **James Averholt**, co-founder & CEO; keep **Oliver Renshale**, equal co-owner, in the loop.

DRAFT · LINKEDIN MESSAGE

Executive cars for Westmire Media Group

Hi James, congratulations on more than doubling the team at Westmire. I look after corporate & fleet at Stannerlee Motor Group, and we help fast-growing agencies move from buying their cars outright to contract hire, so the depreciation risk sits with us and the cash stays in the business. If you and Oliver are weighing a refresh of your executive cars, or a switch to electric, could I put a quick comparison together?

Condensed from a real conversation. Example only: Westmire Media Group Ltd and Stannerlee Motor Group aren't real companies, and the people named are fictional. Figures are illustrative, not tax advice. The agent drafts; your team checks and sends.

GDPR compliant, and secure from the ground up.

Trawla is built around UK GDPR from the start, working from public and licensed information about businesses, not private individuals.



A UK controller, for UK data

Registered in England and registered with the ICO. Customer and prospect data is held and processed in the UK, in the London region.



Only what's needed

Your team sees corporate-role information: a person's role in a business and how to reach them at work. Nothing about their private life.



A clear lawful basis

Legitimate interests, with a documented balancing assessment and impact assessment behind it. It's always visible where information about a person came from.



Rights that stick

Access, correction and erasure within one calendar month. An opt-out is permanent and global: suppressed for every customer, never re-acquired.



Outreach that's compliant

Every phone number is screened against the TPS and CTPS registers before it's served, so the calls your team makes are PECR-compliant by default.



Security throughout

Encrypted in transit and at rest, with strict tenant isolation: every group, site and seat sees only its own territory.



Retention & incidents

Data is kept only for as long as it's needed, on a defined schedule. If there is ever a breach, we notify the ICO within 72 hours and affected customers within 48.

For questions or a rights request, contact us through trawla.net.

See the ranked list for your own area.

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