

ALFA WESTCITY TOWING & STORAGE





97%

*Of emergency tow requests are
located in less than*

< 60 minutes

83%

*Of emergency tow requests are
located to in less than*

<30 minutes

THE NEXT GENERATION

I'm the son of tow company owners. I grew up in oversized wet weather jackets, and fluorescent vests, climbing down banks and gullies with a tow rope and hook in hand. Being the bosses kid meant i was first in line to sweep the floors and all the other odd jobs that no one wants to do. But it taught me to respect the job that tow truck drivers do and it taught me the value of hard work.

After I finished school i was sent off and told to go get a job where the heaviest thing i'd pick up all day is a cup of coffee and a pay check.

So i went and climbed the corporate ladder, working for some of the worlds largest multi-nationals. I have spent the better part of the last 20 years mastering the art of sales and marketing and immersing myself in the science of business operations. I've built my career on growing businesses through strategic partnerships, creating robust business systems and applying new and innovative approaches to time old problems.

Our families focus has always been on service and professionalism, regardless of who holds the baton this company will always stand for those values above all else.



CHRIS RATCLIFFE
BUSINESS MANAGER



OUR STORY

Alfa Westcity Towing & Storage Limited is a family owned business based in West Auckland, We are a leading provider of vehicle transport services throughout the Auckland region and Nationwide.

Our journey into the towing industry began in the early 1990's when Mark Ratcliffe began driving tow trucks for a local towing company after hours to supplement his growing panel-beating business.

In 1997 Westcity Towing & Storage Limited was created. Operating out of our panel-shop on The Concourse, in Henderson.

Painted in bright orange to stand out from the crowd our initial fleet consisted of a J-0 Bedford cradle truck and a Ford Trader transporter.

Our little company was born.

The following year as the panel-beating industry was changing Mark & Dot Ratcliffe decided to wind down the panel-shop and acquire Alfa Towing.

A name change soon followed to Alfa Westcity Towing & Storage Limited, and the maroon fleet adopted the very distinctive orange colour scheme we are known for today and a new logo.

ALFA WESTCITY TOWING

Today the towing industry looks very different to the way it did 20 years ago. The J-0 Bedfords and one tonne Holden's have long since gone.

Every truck we build today is engineered to serve a purpose. Our fleet while not substantially larger than it was 10 years ago has increased in capacity exponentially.

Hydraulic slide decks with the added capacity of built-in under lifts gives us the ability to send one truck to a two car crash and recover both cars,

The addition of our HIAB recovery unit in 2017 welcomed a new range of capability, which aligns with our new roles and responsibilities as a National Recovery Alliance partner responsible for providing towing services to New Zealand Police for the Auckland Motorway Network.

Our Nationwide network of providers gives us access to more than 250+ recovery vehicles from Cape Reinga to the Bluff and everywhere in between.





TEAMWORK

The old adage that teamwork makes the dream work is not lost on us here at Alfa Westcity we have been lucky enough to employ some great people who make our business what it is today.

We have a small but tight knit team that works well together. When we are looking to employ staff into our team we value attitude and work ethic above all else.

We can teach the right people how to recover vehicles safely but we cant teach people the right attitude.

We equip our staff with the best equipment in the industry and ensure they know how to use it.

Regardless if they are a tow truck operator or a dispatcher having the latest technology at their hands to do the job is paramount.

You can see the pride our team have in their equipment just by seeing how they look after our fleet of trucks.

NATIONWIDE COVERAGE

With access to more than 300 recovery vehicles nationwide, Alfa Westcity Towing has the widest network of partners in the country.



15

HEAVY
RECOVERY
VEHICLES

25

SECURE
STORAGE
FACILITIES

300

LIGHT / MEDIUM
RECOVERY
VEHICLES



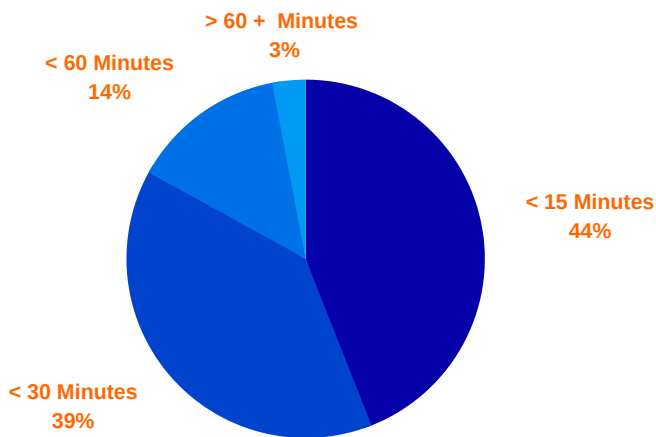
OUR PHILOSOPHY

In 1997 we launched with a very simple philosophy. To exceed service level expectations and provide the most professional service possible.

While the definition of professional service has evolved over the years the key tenants remain strong even today.

A quality service provided by a well presented well trained team, operating the best equipment for the job.

THE FOURTH EMERGENCY SERVICE



When you build a business that is focused so exclusively on service that determination rubs off on your staff.

Our internal business systems are structured in a way that we always have standby units covering the motorways and our police contracts 24/7.

We consider ourselves to be the Fourth Emergency Service, and as such we believe its important that our response times reflect this view

In 2019 we set out our key performance goals known as Project 15, where we benchmark our response times against ambulance response times

We arrive on scene to 44% of emergency response call outs, in less than 15 minutes, 83% in less than 30 minutes, and 98% in less than 60 min.

To put this into context St John Ambulance respond to 47.6% of their Auckland emergency calls in 12 minutes or less. (St John Ambulance - 2018 Annual Report)

Our commitments with New Zealand Police, the Waterview Tunnel and New Zealand Transport mean that we place rapid response teams across the network to clear accidents and breakdowns accross State Highway 16 and State Highway 20, as well as being dotted around West Auckland off the motorway network.



TECHNOLOGY AT THE FOREFRONT OF OUR BUSINESS

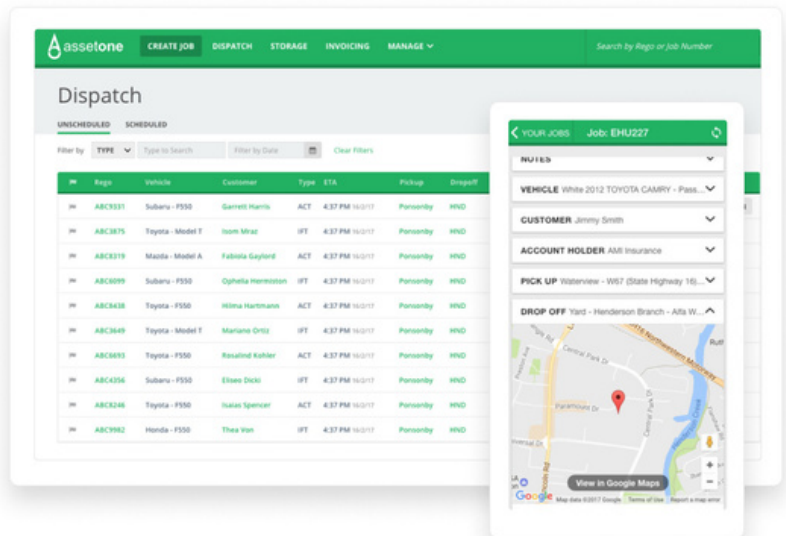
AssetOne is our bespoke digital platform built inhouse to reduce the complexity in the day-to-day operations while increasing efficiency and accuracy

JOB CREATION

Creating a job requires a lot of details to be captured, so rather than give the dispatcher a long list of empty text fields to fill out at once, we designed the 'Create Job' tool to be broken up into 5 similar segments - creating a less overwhelming experience while also being intuitive to the sets of information required. Integration with the Car-jam API means all vehicle info can be added to the job automatically

DISPATCH

After the job has been dispatched the driver then receives it through a custom Asset One mobile app on their smart phone. They receive all the relevant information, including a checklist of what needs to be done and a



map that directs them to the job. The app allows the driver to take photos of the vehicle (which are uploaded to the main app), and get the clients signature.

STORAGE MANAGEMENT

When a vehicle enters the yard, there are a number of tasks that need to be carried out from verifying ownership, managing the claim, including completing a digital assessment of the vehicle. Each of these tasks are managed by a series of interactive checklist items that keep the vehicle moving through the process. AssetOne helps keep yard efficiency high ensuring that vehicles that are not likely to be collected are disposed of quickly, while our efficient process means insurance company's save money on storage costs.



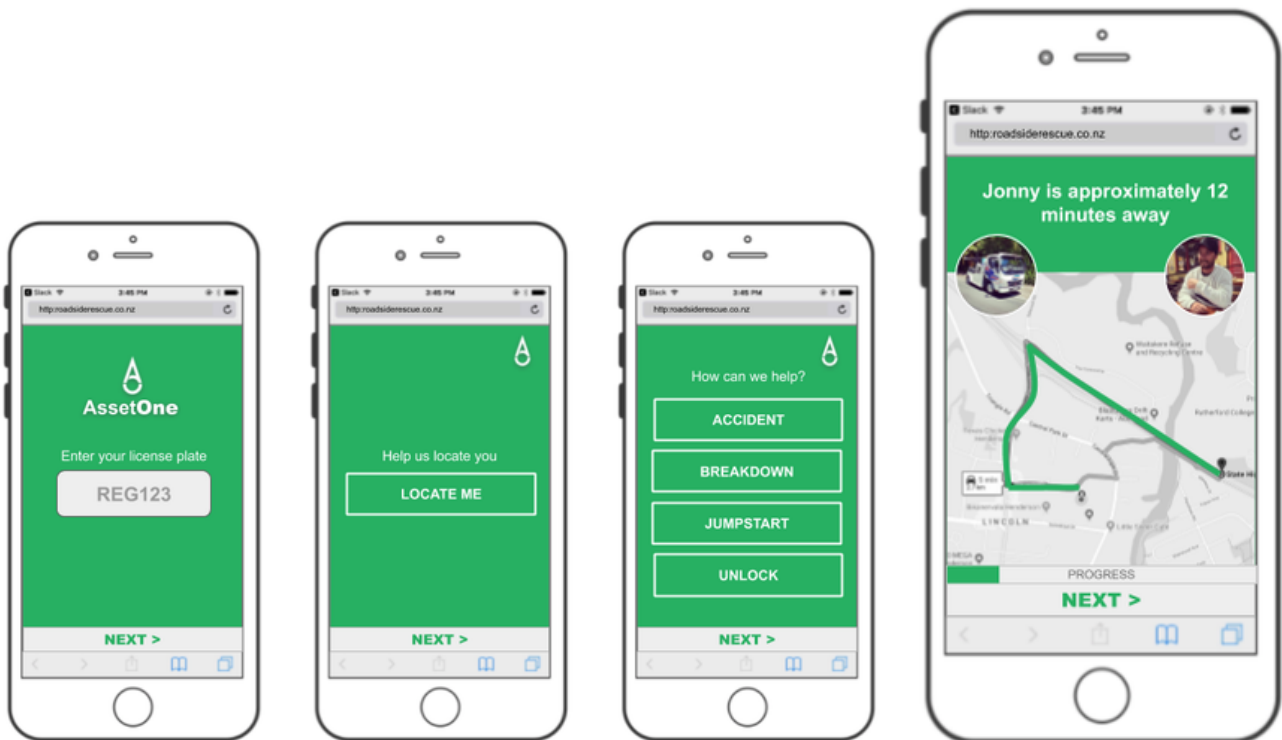
TECHNOLOGY 2.0 UNDER DEVELOPMENT

TOW TRUCKS ON DEMAND

Think UBER for tow trucks. We are currently in development and testing for our latest innovation. AssetOne-OnDemand, where a customer can order a tow truck right from their smart phone in just 3 easy steps. As soon as the tow truck and driver is assigned you can see what the tow truck and driver look like, where they are coming from and a real time ETA based on prevailing traffic conditions

FULL TRANSPARENCY AND REPORTING

Not only do our customers get full transparency about driver locations and ETA's but our industry customers such as insurance and roadside rescue companies and government agencies get full access to reports on response times vehicle storage locations and any relevant notes about the job



SECURE IMPOUND & FORENSIC STORAGE FACILITY



Located just seconds from Aucklands North Western Motorway is our secure impound and forensic storage facility.

We have capacity to store more than 100 vehicles with both outdoor and undercover storage facilities, which include forensic investigation bays, impound storage.

With worldclass security systems that include high voltage electric fencing CCTV systems and 24/7 monitoring. Vehicles stored in our facility could not be any safer.



Impound & Forensic Storage Facility

SPECIALIST HIAB RECOVERY

Centrally located at the Waterview Tunnel Maintenance Depot our HIAB Recovery Unit is perfectly located for easy access to all of Auckland's motorway network.

We can access the Southern Motorway either from the North via SH16 or from the South via SH20. Similarly the Northern Motorway from the South via SH16 to Victoria Park Tunnel or to the north via SH18. by proxy this gives us great access to SH16.

We provide damage free forensic recovery services to New Zealand Police and Worksafe among others. Ensuring vehicles are recovered in a way that preserves evidence 24 hours a day 7 days a week.

At our secure storage facility we provide forensic undercover storage, where vehicles are segregated from others in the yard by keeping them in well lit spacious forensic investigation bays.



ACCIDENT TOWING RECOVERY & SALVAGE

When you leave your house you expect to get where you are going, whether that be work or your date night.

Sometimes accidents happen, and when they do it can be a stressful time.

That's where we come to the rescue our drivers can help make sure you get the information required in order to submit your claim while making the whole process as painless as possible.

Our job is to come to your rescue and help solve problems, our customers seem to agree that we do this well.

We are also a supplier of towing and recovery solutions to industry, such as Insurance, roadside rescue companies and large fleets, who choose us because they know when they call us we will get the job done quickly and without fuss.

If we are unable to assist we arrange for our network of providers to take care of the job and deliver our customer one invoice having taken the pain out of dealing with the situation.





SUPPLIERS TO ALL INSURANCE COMPANIES



BREAKDOWN ASSISTANCE AND VEHICLE TRANSPORT

Whether you need to transport your ride-on-lawnmower or your big rig we can help. From Cape Reinga to the Bluff our team and network of partners have the equipment and the ability to get the job done.

From slide deck transporters with multi car capacity to our low height underlift for underground carparks we have the equipment to get the job done.

Where we dont we have friends that do, we use a nationwide network of partners to move cars nationwide at competitive prices.

While our network of heavy haulage breakdown providers is unrivaled in the industry,

Our philosophy of building relationships within our industry rather than creating division has given us a wide range of people and equipment that we can draw on at a moments notice



HEAVY HAULAGE & MACHINERY TRANSPORT

Alfa Wescity Towing & Storage have arguably the largest heavy towing and machinery movement fleet in the country and all without owning a single heavy vehicle.

Our long term partnerships with the countries most respected Heavy Recovery operators give us the largest pool of partners from which to draw.

In machinery movement we outsource to a number of key providers who have nationwide capacity.

Because we support thier businesses exclusively and we work with them to raise the standards in our indsutry our relationships mean that we get preferential service across the board.

From a logging truck stranded on the central plateau to moving a 20tonne digger to a construction site in New Market our team can take care of business.



HIAB

Custom Built and Designed inhouse, our HIAB Recovery Unit is tailormade to recover vehicles where there is a need to protect forensic evidence, as well as extracting vehicles from tough locations



CRASH

As a 24/7 Emergency Towing company we are staffed and equipped to respond rapidly to accidents. Our team are stationed morning and night at key locations on the motorway network

MOVE

Whether its your broken down daily driver or your classic pride and joy our team of expert operators will take good care of your vehicle. We have an exceptional track record of damage free towing.



RESCUE

Our fleet may not be the biggest in Auckland but it is arguably the most versatile fleet in the city of sales. Our recovery vehicles are purpose built to recover in tight locations like the Waitakere Ranges

BIG

We have great working relationships with some of Auckland's best recovery operators including New Zealand's widest networks of Hevy Haulage Operators.



SMALL

From the biggest to the smallest we have you covered. Our smaller cradle trucks can access underground car parks as low as 2.0 meters. These are also great for tight driveway locations.



ALFA WESTCITY TOWING



National Recovery Alliance was formed by eight of Auckland's long standing recovery and transport operators to offer a unified solution to Auckland's growing motorway congestion management needs. We specialise in the recovery and transport of vehicles, including all types of heavy vehicles and machinery with a long term focus on managing Auckland's motorway congestion.. With operations spanning from Warkworth to Pukekohe and available 24 hours a day, 365 days a year we keep the Auckland Motorway Network moving..

Our relationship with Police and the roading authorities help us achieve our core goal.

"Our goal is to make a positive impact on congestion management. - Ultimately we want to keep Auckland Moving"

working alongside the Auckland System Management Alliance (NZTA) and police we have championed safety on our motorway network keeping customers and staff alike safe when stranded is our key priority, followed only by our advancing of industry training and advocacy with government for broad industry revamping.

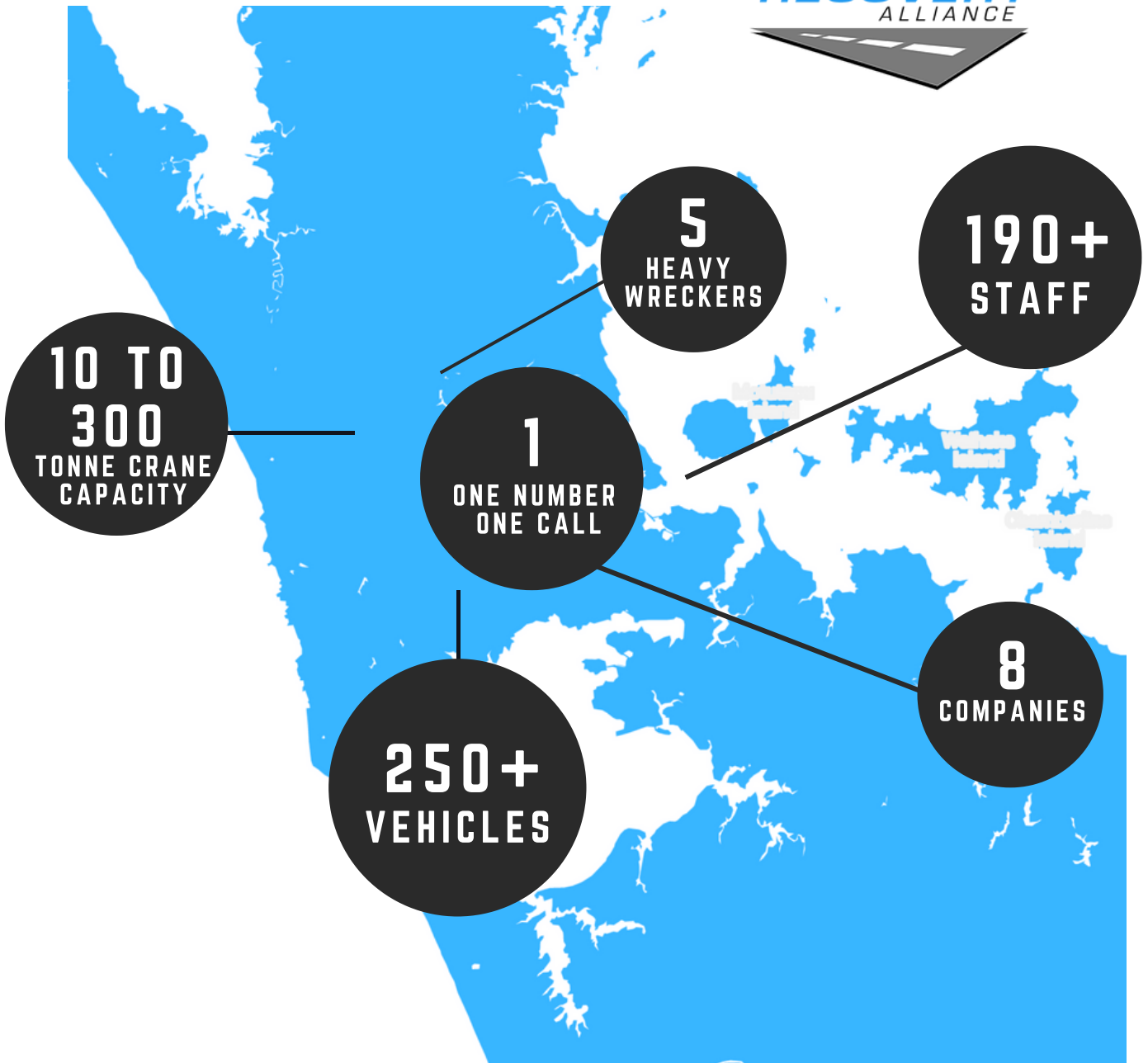
POLICE

Police are our primary contract customer as the National Recovery Alliance. We manage as many as 500 incidents per month across the Auckland Motorway Network for police.



NZTA

Increasingly NZTA and their Auckland Motorway Alliance now known as Auckland System Management Alliance are taking an active role in working with us to raise service levels and industry standards



ONE CALL EIGHT COMPANIES

One call gives you access to 7 towing companies, 3 of which have heavy recovery capabilities and 1 crane company.

Eight companies working together, lending a hand when needed to keep Auckland moving 24 hours a day 7 days a week.

0508 672 672

WATERVIEW TUNNEL JOINT OPERATIONS

Since its commissioning in 2017, Alfa Westcity Towing & Storage have been stewards of the Waterview Tunnel ensuring stranded motorists are rescued 24 hours a day 7 days a week.

Our standby crews are located at either end from 6:00am -9:30am, and 3:00pm to 7:00pm Monday to Friday.

You may have even seen our big orange HIAB stationed at the Maintenance Depot on Gt North Road.



In 3 years of service at Waterview Tunnel we have towed more than 1,000 vehicles from in and around the tunnel precinct with a average response of 15 minutes.

With direct radio communication between our operators and the Waterview Tunnel's Incident Response Team, we have the ability to work collaboratively to quickly attend to the needs of customers and return traffic to normal flows in the fastest time possible.



WHAT OUR CUSTOMERS HAVE TO SAY



Always top notch service for all of our required work for Logans Autos great team that regularly saves the day when customers are in need. Thank you guys so much for the incredible effort every time. Well done keep up the good work

**Logan Pronk - Managing Director
Logans Autos Limited**



These guys rock! I have been using Alfa for a number of years and highly recommend.

**Kelvin Armstrong - Managing Director
KAAR - Kelvin Armstrong Automotive Repairs**



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