

Vittoria Group drive off with Arnold Clark

Vittoria Group who specialise in Italian food all over the city have struck a deal with Arnold Clark Vehicle Management (ACVM) to provide 11 new Fiat 500 cars for their La Favourite Delivered service.

ACVM will supply the first three vehicles this month with eight more following in September. There will be a service and maintenance contract running alongside to ensure the cars are kept on the road.



Calum Ewart, ACVM Corporate Sales Director said: 'We're delighted to form this partnership with such a high profile brand. This fleet of small, brightly coloured vehicles is one of the most distinct fleets that we manage and demonstrates the versatility we offer our customers. These three cars are just the beginning, and now that we've proved we can deliver an outstanding deal, we hope this will be a long and successful relationship.'

The family company, Vittoria Group, was established in 1970, and now has a number of Italian restaurants throughout the city. The company currently operates 30 vehicles across its four La Favorita Delivered branches with three cars based at their Portobello location and nine each at their other sites in Morningside, Blackhall and Leith. The cars are a vital part of the business, delivering authentic Italian food to customers throughout the city.

Vittoria Group Chairman, Tony Crolla said: 'As one of the UK's leading Italian restaurant groups, we're absolutely thrilled to welcome a new partnership with Arnold Clark. Across Edinburgh and the Lothians we currently have a 30 strong fleet

of cars that service our La Favorita Delivered brand and as part of a phased renewal and expansion of our existing fleet with Scotland's leading car dealership, Arnold Clark, we are delighted that 11 new cars will be supplied and on the road from September 2017.'

The distinct yellow Fiat 500s have become a familiar sight on the Edinburgh roads and the newly delivered vehicles will feature the same branding provided by vehicle graphic experts Fleet Grafix.