



MaxiTRANS Australia Pty Ltd

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New Maxi-CUBE Advance Launched

Two years after the revolutionary Maxi-CUBE Advance was released in the marketplace, Maxi-CUBE has launched the new-look Advance van. The Advance, known for its leading thermal efficiency and high payload, has taken on a cool new-look. All trailer extrusions are now powder coated white to match the walls. This enhances the aerodynamic lines and modern sleek look of the van. Additionally, the appearance and safety of the Advance is further lifted by a full length polished aluminium body side moulding complete with reflective tape.

Operators, large and small, have been quick to snap up the new-look Advance vans to enhance their brand and fleet. Other changes to the new-look Advance include moulded front corners, improved equipment rails, special fasteners that allow simple relocation of ancillary equipment and a moulded interior light recess.

The Advance, when released two years ago, set the benchmark for refrigerated trailers with the best thermal performance and highest payload in its class. Operators were quick to notice improvements to their bottom line with the Advance units using less fuel due to reduced fridge plant running time thanks to the unique construction method and class leading insulation foam. Up to one tonne extra payload was an added bonus, depending on what equipment the Advance replaced.

General Manager of Maxi-CUBE, Kevin Manfield, describes the new Advance units as the next generation of refrigerated trailers for today's smart operator.

"We've proven that the Advance units are better for an operator's bottom line. They have the best thermal performance in their product category, save operators money with less fuel and lower fridge plant running costs and have a higher payload. It is the best looking van on the market, the clean lines and mouldings look sleek and stylish. In my opinion, the units will enhance the look of buyers' fleets and allow for better sign writing opportunities. They just stand out from the crowd," Kevin said.

To learn more about the new Maxi-CUBE Advance, speak to your nearest Maxi-CUBE dealer.

Ends...



Head turner: the new Maxi-CUBE Advance incorporates aerodynamic lines, colour coded mouldings and polished alloy side rails to enhance appearance.

Further information contact:

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