

## Citroen

[business.citroen.co.uk/new-vans/vans](http://business.citroen.co.uk/new-vans/vans)



### Ease of use



Prices could arguably be more prominent but it's easy enough to find your way around the site.

### Design



Citroen's site has had the odd tweak over the years but nothing radical. It's showing its age.

### Van configuration



Extremely easy to find via the orange bar on the right and brimming with info but operation is a little clunky.

### Brochure download



Really easy to find via the shortcuts in the orange right-hand bar – but if you don't enter your details, you're not coming in.

### Email response



The autoreply said we'd receive a response within two business days. It took five, and our question remained unanswered.

### Phone help



Reached an operator immediately and got a precise answer in 35 seconds flat. Second only to Peugeot.

### Dealer finder



Takes a bit of finding – you have to go back to the main business page to locate it. Filters by business centre but that's all.

### Social media



Not huge on LCV content but the Berlingo rally video and classic H-van pictures were fun.

### Mobile site



Arguably superior to the desktop site. Much neater and includes an obvious link to the comparator tool – we had to Google that to find it on the desktop version.

### Extras



Lots, much of which is new. Van history page ties in with Citroen's centenary, tech, safety and comfort and awards pages, business lease pages and business test drive booking form.

### Verdict

49%

## Fiat Professional

[fiatprofessional.com/uk](http://fiatprofessional.com/uk)



### Ease of use



Logical layout and among the less cluttered of the websites. Prices an obvious click from the homepage.

### Design



It hasn't changed since last year but the white-on-red colour scheme still looks fresh.

### Van configuration



Plenty of well laid-out info, but images are cartoon-like in their simplicity and wouldn't load for every model.

### Brochure download



Easy to find via the right-hand shortcut but they've been under lock and key since 2018. However, you can download a price guide.

### Email response



It took a week and the firm tried to contact us by phone first, but it did eventually answer the question.

### Phone help



When we rang from a mobile, an automated message said it was 'chargeable' before disconnecting. We reached a polite operative via a landline but they told us to call a dealer.

### Dealer finder



Really easy to find courtesy of the shortcut at the top of the page with seven van-relevant filters – one of which, amusingly, is 'organised'.

### Social media



Van-relevant accounts on all the major channels but posts are rare and self-promotional.

### Mobile site



Good, clean conversion to mobile, although the Fiat Pro World section on the homepage is a little jagged.

### Extras



Fleet page with three different tax/cost calculators and a vehicle finder tool to help you work out what kind of van best suits.

### Verdict

47%

## Ford

[www.ford.co.uk/vans-and-pickups/commercial-vehicles](http://www.ford.co.uk/vans-and-pickups/commercial-vehicles)



### Ease of use



Better than it used to be. Scroll past the big advert and the range is laid out with starting prices and basic specs.

### Design



Again, an improvement on previous years. The homepage is more than just a list of models now, with useful links.

### Van configuration



This could be the best if it weren't for the fact that the Transit Custom – the firm's best-selling van – cannot actually be configured.

### Brochure download



Takes a few clicks to get there but there's an obvious link to smart, clean brochures and standalone no-frills price lists.

### Email response



It took four days, but the response was comprehensive and also included further purchase advice.

### Phone help



Poor. Automated service tells you to call a dealer or ring a premium-rate number.

### Dealer finder



One click further away than most via the 'Quick links' tab. Concise though, with lots of filters, including seven specifically for fleets and vans.

### Social media



There's a fair bit about the new Raptor and a good link to a story about growth of the LCV market from Twitter, too.

### Mobile site



Another one that's a good bit cleaner in this format. Groups the desktop's slightly messy top menu into a compact drop-down bar.

### Extras



'Help me choose' tool points you to the type of van you need, CV finance section, Transit conversions page, CV owner services and more.

### Verdict

60%

## Mercedes-Benz

[mercedes-benz.co.uk/vans/en](http://mercedes-benz.co.uk/vans/en)



### Ease of use



Even with extensive updates Merc falls down because it's really hard to find out how much a van costs – we had to go into the configurator.

### Design



Stands out with its black background and looks every inch the premium website.

### Van configuration



Merc finally has a configurator – and, save for the loading time, it's very good. The images are incredibly life-like.

### Brochure download



You have to go to the individual model page and scroll down quite a bit but the brochure itself is clean, compact and easy to follow.

### Email response



We got replies from the two email addresses we used in four and five days respectively. The info was there but slightly conflicting.

### Phone help



Operator was polite, friendly and got us an answer within four minutes. However, we later discovered it wasn't correct.

### Dealer finder



Simple to access via the blue shortcut on the right. You can search specifically for van centres, as well as by sales, used vehicles and service facilities.

### Social media



All posts are van-themed and not just plugs for the brand. Lots about a mental health awareness programme and business.

### Mobile site



Good, simple conversion, but loses one of the four blue shortcuts on the right in this format.

### Extras



History page is a nice touch, as is the tech section, which explains new vehicles, gadgets and WLTP.

### Verdict

57%

# Nissan

nissan.co.uk/range/vans-trucks



## Ease of use



Flashy it ain't, but you can't knock Nissan's no-fuss layout. You can see all the models on the homepage with clear prices.

## Design



Logical but dull. Another site that has changed little and looks in need of an update.

## Van configuration



The site says you can configure vans – but you can't really. The link just takes you to the model page.

## Brochure download



Dead easy to locate via the big square link towards the bottom of the homepage. Good spec but there's a lot of marketing bumf before that and no prices.

## Email response



Comprehensive reply in under two hours with links to the dealer locator and the brochure.

## Phone help



Pleasant operative and attempted to answer our question by consulting the brochure, to no avail. Offered to ring a dealer for us to find out.

## Dealer finder



Small link from the top of the homepage gets you there. You have click through separate tabs to see all the info, where others display the lot at once. Seven filters, but none relate to vans.

## Social media



A few photos of the Navara and one link to a self-promotional electric van story, but nothing particularly engaging or useful.

## Mobile site



Does the job. Presents the same info as the desktop site but in a vertical format.

## Extras



There are a few videos at the bottom of the CV page, but some are now quite old. Not much to shout about.

## Verdict

35%

# Peugeot

business.peugeot.co.uk/range/our-vans



## Ease of use



Homepage is short and sweet and prices are a click away. Marketing fodder takes a bit too much precedence for our liking, though.

## Design



New Expert showroom is smart-looking and, although not brand new, the current business site is far better than the staid old format.

## Van configuration



The same system as Citroen, so it's easy to find and has plenty of info – but a bit clunky.

## Brochure download



More of a price list but it's much the better for it. All the key info is there from the get-go. Found via a link at the foot of the individual model page.

## Email response



Fastest response in 33 minutes with a succinct answer.

## Phone help



Fantastic. Instant response and answered our question in 17 seconds. Sounded like the same operator as Citroen, which we'd already called, so they might have been prepared...

## Dealer finder



We tried it multiple times via two different browsers and it didn't load properly so we couldn't actually see any dealerships.

## Social media



The standalone fleet Twitter account once had van/B2B content, but now seems to retweet the car site's feed. Little or nothing about LCVs.

## Mobile site



Deft conversion of the main features but loses several of the desktop's homepage links.

## Extras



Good real-world fuel consumption calculator and there's a tax calculator and comparison tool. Business lease and finance sections.

## Verdict

48%

# Renault

[renault.co.uk/vehicles/vans](http://renault.co.uk/vehicles/vans)



## Ease of use



Same format as Nissan's, but there are more useful links lower down on the homepage.

## Design



Not what you'd call inspiring, but the homepage video and big, yellow tabs give more of an edge than sister brand Nissan.

## Van configuration



The fastest and most fluid of any configurator we tried. Fun to play with because you can send the van into a little spin.

## Brochure download



A cinch to find and you get three options: instant download, email delivery or a physical copy in the post. However, there's a lot of marketing claptrap in the brochure itself.

## Email response



There's no email option and the live chat – which used to be good – didn't work.

## Phone help



Longest call at 7.5 minutes and we were on hold for a lot of that while the operator found the answer – but they did and they were polite.

## Dealer finder



The tiddly link at the top of the homepage could be more obvious but the facility itself is straightforward. Seven different filters, including Pro+ van and fleet specialists.

## Social media



Main feeds aren't much to write home about but there is a Vans Pro+ Facebook page with LCV content.

## Mobile site



Straightforward conversion and all of the key info is neatly arranged into drop-down boxes.

## Extras



EV vans explainer pages and extensive fleet section. Four big boxes at the foot of the homepage link to van/business initiatives, too.

## Verdict

53%

# Toyota

[toyota.co.uk/car-categories/lcv](http://toyota.co.uk/car-categories/lcv)



## Ease of use



Other sites have more informative homepages but one click reveals a lot of granular detail.

## Design



Toyota's LCV pages have changed very little since we've reviewed them and one promotional ad is from 2017.

## Van configuration



Really easy to use, very realistic images and logically laid out.

## Brochure download



Same four options as Renault, including a 'view online' to save you a download. The info is all there if you scroll down but the preamble of plaid-clad fisherman marketing models in the Proace brochure is laughable. Separate price list is pleasantly straightforward.

## Email response



Polite and fast response in little more than an hour but the answer was speculative and not fully confirmed.

## Phone help



Call lasted around 3.5 minutes and the friendly operator was sufficiently clued up to ask us which trim level we were considering and informed us accordingly.

## Dealer finder



Easy access via the right-hand shortcut. Seven filters including business centres but nothing van-specific.

## Social media



Very big and reactive on all channels. A bit of Hilux pick-up content but nothing for vans.

## Mobile site



Very well rearranged and the red and white bar at the bottom has easily accessible key links.

## Extras



Couple of conversion pages but little more. The site is really showing its age here.

## Verdict

55%

# Vauxhall

[vauxhall.co.uk/range/vans.html](http://vauxhall.co.uk/range/vans.html)

## THE VAUXHALL VAN RANGE



## Ease of use



The entire LCV range, with starting prices, is laid out on the homepage in extraordinary clarity.

## Design



It isn't what you'd call eye-catching, but the site's simplicity – and the fact that Vauxhall has recently made it more user-friendly – are evidence of attention to detail.

## Van configuration



Takes a few clicks to reach but it's a big, clear image and key info is permanently displayed.

## Brochure download



Vauxhall's downfall. It still forces you to punch in your personal details to get to a brochure – and there's multiple steps to the process.

## Email response



Very comprehensive response within 24 hours including further advice.

## Phone help



We were transferred and disconnected on the first attempt but got an answer on the second and the call lasted just under two minutes.

## Dealer finder



Immediate and obvious link from homepage with 14 options, four of which are van-only.

## Social media



There was a surprising amount of van content on all of the feeds, including news stories and a video of the heritage Bedford CF. Vauxhall told us it has made efforts to improve this area.

## Mobile site



This has been properly redesigned and organises the info from the desktop site into a clean, accessible and easy-to-use format.

## Extras



Extensive fleet section including new box-outs for vans showing easily accessible key stats, including dimensions and payloads, and leasing tool to show contract hire rates.

## Verdict

74%

# Volkswagen

[www.volkswagen-vans.co.uk](http://www.volkswagen-vans.co.uk)



## Ease of use



As swish as it is, the new site makes key facts and figures harder to find and we spent more time locating a price than on any other site.

## Design



Snazzy redesign and the only brand with an auto-rolling video at the top of its homepage.

## Van configuration



All-new tool is very intuitive and allows users to dip in and out of the model-building process. It's also built into individual model pages, so you don't have to load a separate tab.

## Brochure download



It's likely a hiccup of the new site but the e-brochures wouldn't load. Easily accessible via a big box on the homepage, though.

## Email response



By far the most informative response with heaps of relevant info about the vehicle in question. Took 24 hours.

## Phone help



Very friendly operative and we got an answer eventually but the call took just under seven minutes and there was a lot of thumbing through the brochure.

## Dealer finder



Scroll down the homepage a little and you'll find it. It's VWCVs, so everything is dedicated to vans and there are nine filters.

## Social media



Plenty of van-themed posts on the major feeds.

## Mobile site



Big boxes and large font make for a phone-friendly format all round.

## Extras



Lots: finance calculator for used vehicles, 'Keep me informed' pages offering updates on EVs and other new models, 'Van Life' section with content and video and more.

## Verdict

71%

Ranking	Manufacturer	Score	Movement	Good	Bad
1	Vauxhall	74%	▲+4	Easiest to use with the best dealer finder and social media	You still have to punch in your details if you want a brochure
2	Volkswagens CVs	71%	▼-1	Exceptional mobile format and a lot to like about the new site	Smart new look shrouds access to some important information
3	Ford	60%	▲+7	Most improved; best brochures and great selection of extras	Still terrible on the phone and the configurator needs work
4	Mercedes-Benz Vans	57%	▼-1	Best looking by far; strong social media and configurator	It's still a lot harder than it should be to find basic vehicle details
5	Toyota	55%	▲+1	Great on the phone – both in terms of service and the mobile format	Site really needs an update and there's little in the way of extras
6	Renault	53%	▲+1	Best van configurator and really easy to use	No email and useless live chat render digital comms off the cards
7	Citroen	49%	▲+1	Loads of extras – many are new – and great on the phone	Poor email response, plus brochures require personal info
8	Peugeot	48%	▼-4	Absolutely nailed customer service via phone and email	Dealer finder wouldn't load; worst social media and mobile site
9	Fiat Professional	47%	▼-7	Still a snazzy-looking site and the dealer finder is impressive	Little help on the phone and the configurator is hit and miss
10	Nissan	35%	▼-1	Simple to use and the email response was very good	Poor in most other areas; site now looks out of date next to rivals