



**** For Immediate Release ****

Friday 01 November 2013

Britain is braced for the worst winter for decades, with the worst snow on record forecast with heavy winter snow set to cause widespread chaos to the funeral industry this winter.

This is the message James Hardcastle from The Carriage Master gave to us at the launch of their **2013/2014 Winter Contingency Program - 4x4 Funeral Vehicle Hire** this month.

“The Met Office are issuing warnings of what could be a harsh winter which in turn, is prompting Director’s to look to The Carriage Master to support them with a winter transport contingency plan” said James.

The Carriage Master are excited to announce that they have selected the Range Rover Vogue for their Winter 2013/14 contingency program. A vehicle which is world renowned for its comfort, safety, stability and incredible off road ability in extreme weather.

These specialist vehicles are available in black, boast leather interiors and seat up to four people. The vehicles can easily convert into a hearse where required, thus being able to take a standard sized coffin, should the final resting place of the deceased prove to be inaccessible in bad weather.

“The Carriage Master have a number of Directors’ in remote locations and by offering them this flexible, always available solution, we are again highlighting the ability of our business to support them with their vehicle requirements, no matter what mother-nature throws at them” Said James

These exciting fleet additions are not intended to replace the traditional funeral hearse or limousine but simply to provide a reassurance that when help and support is required, throughout this winter, The Carriage Master will always be on hand with the right vehicle, in the right place and at the right time.

James's final comments to Directors' is clear – *“Ask yourself and ask your carriage master – do they have a contingency plan in place for bad weather? When the weather takes a turn for the worse, are they going to hope for the best or provide you with the plan and the vehicles to keep your business moving in bad weather?”*

If their answer is hope, then you need to contact The Carriage Master on 0845 450 1884 to discuss your winter fleet requirements further or you can email them on hello@thecarriagemaster.co.uk

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Notes for Editors.

- The Carriage Master is a trading name of The Castle Green Partnership Ltd. A company synonymous with teamwork, service deliverables and excellence.
- The Carriage Master Logo and branded vehicle images and ident are attached to this release.
- James Hardcastle is available for further interviews on the subject if required.