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The mpg figures quoted are sourced from official EU-regulated test results (EU Regulation 715/2007 and 692/2008 as last amended), are provided for comparability purposes and may not reflect your actual driving experience. Information correct at time of going to print.

News

GOVERNMENT PLEDGES **MILLIONS** TO AID ULEV RESEARCH

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Europcar

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Profile: Farmdrop

PURE ELECTRIC ETHOS IS UNDER THREAT

Lack of electric van options forces David Brown to consider diesel

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AWARDS 2019

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Government pledges millions of pounds to aid ULEV research

UK's largest leasing company offers fleet operators £1,000 cash incentive to choose an electric vehicle

By Gareth Roberts

A multi-million pound package to develop new batteries, boost electric vehicle (EV) charging infrastructure and incentivise fleets to adopt plug-in vehicles, was unveiled at the UK's first Zero Emission Vehicle Summit.

Event sponsor Lex Autolease launched a £1 million fund to offer fleet decision-makers £1,000 for each EV they adopt. The lump sum is available for the first 1,000 customers, whether corporate or private, who sign-up for a zero emission vehicle (ZEV) from January 2019.

An additional 1,000 pure EVs could deliver an 8% increase in the total number registered next year. Just less than 4,000 plug-in vehicles were registered in August, including some 650 pure EVs. That's compared to an overall figure of a little more than 94,000 vehicles sold, according to Society for Motor Manufacturers and Traders' (SMMT) figures.

So far this year, 8,980 pure EVs have been registered, compared to 9,030 in the first eight months of 2017 – a fall of 0.6%.

Tim Porter, managing director of Lex Autolease, said: "In July, the Government set out its ambition for at least half of new vehicles to be ultra-low emission by 2030. Our announcement highlights

our commitment to supporting this ambition and the role we, as the UK's leading vehicle leasing provider, can play in helping to make it happen."

Lex Autolease, which has a risk fleet of more than 380,000 cars, buys 100,000 vehicles each year – 4% of all new vehicles in the UK – and plays a key role in the used vehicle supply chain through the remarketing of a similar number of ex-lease vehicles each year.

It currently has 18,000 ultra low and zero emission vehicles on its fleet including 1,000 pure EVs. Porter believes the leasing industry has a huge role to play if Government targets for ultra-low emission vehicles (ULEVs) are to be realised.

"We have been working with customers for a number of years to help them upgrade to low emission vehicles – where it's the right move for them as individual drivers or fleets," he said.

"We're ideally placed to provide the guidance and support that drivers and fleets need in order to make this important transition."

PLUG-IN PLEDGE

Lex Autolease's EV initiative comes after the leasing industry's trade body, the British Vehicle Rental and Leasing Association (BVRLA),



launched a 'Plug-in Pledge' that will see its members' combined plug-in vehicle fleet size increase 1,300% from 50,000 today to 720,000 by 2025 (fleetnews.co.uk, July 16).

BVRLA says that by then, vehicle rental and leasing companies will be buying 300,000 plug-in vehicles per year, representing an increase in the industry's share of annual new plug-in hybrid and pure EV registrations from 36% to 60%.

Meanwhile, 16 of the UK's largest van fleet operators have pledged to invest a combined £40m in the next two years on electric vans to improve air quality.



"These measures will drive the design, use, uptake and infrastructure necessary for cleaner, greener vehicles"

Prime Minister Theresa May

Under the Clean Van Commitment, which is led by charity Global Action Plan in partnership with energy supplier Engie, the fleets will put more electric vans on the road than have been bought by the whole UK industry in the past year (2,400 in total).

They have also committed to take on a further 18,000 electric vans by 2028 if sufficient charging infrastructure and competitively priced electric vans are available.

Fleets who have signed up to the initiative include Engie, Tesco, Anglian Water, Leeds City Council, Network Rail and Yorkshire Ambulance Service.

R&D FUNDING

Prime Minister Theresa May wants to put the UK at the forefront of the design and manufacturing of zero emission vehicles, while increasing adoption rates among fleets and private motorists.

Appearing at the Zero Emission Vehicle Summit in Birmingham with Porter, she unveiled funding of £106m for research and development.

The cash will be split between six projects,

three of which have direct fleet relevance. Of the figure £14m will go to support the development and roll out of hydrogen refuelling stations, £20m to accelerate the development of hydrogen vehicles and £2.5m to develop accredited technologies for the retrofitting of vehicles with cleaner technologies.

Industry also announced that it is investing more than £500m in projects relating to low emission technology.

They include an investment of £200m by the EV Network, the UK-based charging station development company, to develop 200 fast-charging stations throughout the UK.

The Prime Minister said: "We have provided more than £100m of funding for innovators in ultra-low emission vehicles and hydrogen technology. With a further £500m of investment from key industries in this sector.

"These measures will drive the design, use, uptake and infrastructure necessary for cleaner, greener vehicles – and, in doing so, it will help us drastically reduce a major contributor to our global warming emissions, as we seek to meet the Paris Climate Change Agreement."

NEW PLATES TO MAKE MOTORISTS 'GREEN' WITH ENVY

Clean cars and vans could be fitted with new green number plates under Government plans to promote awareness of ultra-low emission vehicles (ULEVs).

Announced to coincide with the Zero Emission Vehicle Summit, the Department for Transport (DfT) has launched a consultation on the special plates, which are already used by countries like Norway, Canada and China.

The eco-plates, say behavioural scientists, could help drive the uptake of ULEVs, thanks to nudge theory – the art of subtly persuading people to change behaviours.

Ministers hope this will help it hit its 2030 target of half of all new cars sold and 40% of new vans to have to emissions of less than 50g/km of CO₂.

Elisabeth Costa, director at the nudge policy unit, The Behavioural Insights Team,

backs the initiative. She said: "Simple changes based on behavioural science can have a big impact.

"Green plates would be more noticeable to road users, and this increased attraction can help normalise the idea of clean vehicles, highlighting the changing social norms around vehicle ownership."

Jason Warnes, a behavioural expert at global digital agency Wunderman, believes it could also help provide much needed clarity, making 'clean' technologies instantly recognisable.

"It can be hard to tell the difference between zero-emission models, hybrids and those still running on fossil fuels," said Warnes. "Green number plates may well encourage people to reconsider the type of vehicle they chose next. They will also give drivers of green number plate cars the

MY02 ZRO

Illustrative image of a green licence plate, the final design will be part of the consultation process

warm glow of having made the right choice and public recognition for aligning themselves with a worthy cause.

"It's a brilliant example of 'nudge theory' – the use of a simple prompt to influence behaviour."

Furthermore, green number plates could also help support local incentives for electric vehicles such as access to bus or low emission vehicle lanes, electric charging bays or ultra-low-emission-zones.

The consultation will consider potential designs for the plates, which could include entirely green on the front, back or both sides of the vehicle, or a green symbol.

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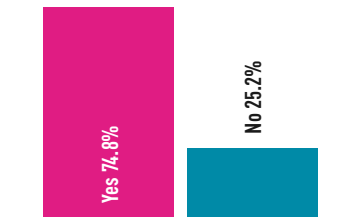
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FLEET FACTS AND FIGURES OPINION POLL

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Are an increasing number of employees choosing cash rather than a company car?



FleetNews view:

Our online poll suggests that more employees are deciding to choose cash rather than a company car. Fleet decision-makers say a lack of clarity over future benefit-in-kind tax rates is partly to blame, with employees unwilling to commit to the benefit when the cost of the car is unclear. Our view is the Government needs to offer employers and employees more clarity over future tax rates to protect this work benefit (see Fleet Budget Manifesto, page 25).

This week's poll: Are increases in benefit-in-kind tax influencing vehicle choice?

fleetnews.co.uk/polls

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NEWS

FLEET FUND FOR LAST-MILE DELIVERY BIKES

In an effort to further improve air quality and curb congestion, the Government has announced a £2 million funding pot to support fleets with the uptake of e-Cargo bikes.

Over time, the Government expects to see increasing numbers of electric vans on UK streets, but there is also a place for other last-mile delivery modes, including e-cargo bikes, it says.

Transport minister Jesse Norman said: "Encouraging electric delivery bikes on to our city streets will cut traffic and improve air quality, and will show how these vehicles have the potential to play an important role in the zero emission future of this country."

The announcement of the grant is an early response to the Last Mile call for evidence, which closed on September 10.

It highlighted how the Government believes that congestion could be reduced, and air quality in towns and cities improved, if cargo bikes and electric vans



Sainsbury's helped trial e-cargo bikes in London

were used for last-mile deliveries.

Department for Transport officials said that further details about the distribution of the e-cargo bike funding will be outlined shortly, along with the Government's full response to the call for evidence.

Government backing of e-cargo bikes is nothing new. In May, e-Cargobikes.com, with backing from the Innovation Challenge

Fund, collaborated with the supermarket chain Sainsbury's to trial the use of electric cargo bikes to deliver groceries.

A fleet of five cargo bikes, each with a capacity of up to 480 litres and a payload of 125kg, were located in London, delivering up to 100 orders a day to local customers who shopped via the retailer's groceries online website.



FLEET INCENTIVES

However, Government taxation policy around plug-in vehicles has been criticised for failing to incentivise fleets and company car drivers to go green, while charging infrastructure has been labelled inadequate.

The benefit-in-kind (BiK) rate for a pure EV rose from 9% in 2017/18 to 13% in 2018/19, and will rise again to 16% in 2019/20 before falling to just 2% in 2020/21.

Andrew Leech, managing director of Fleet Evolution, told *Fleet News*: "The Government should be keen to persuade more drivers to select EVs as their next company car, especially as it had pledged to remove all new petrol and diesel cars by 2040.

"But, instead, this confusing BiK tax policy is acting as a dampener on electric sales by deterring many would-be buyers."

Leech believes it is imperative the Government brings forward to 2% BiK rate from 2019 (see Fleet Opinion on page 20).

Meanwhile, the Freight Transport Association (FTA) says that to achieve significant uptake of EVs across the industry, there must be more support from Government.

Denise Beedell, policy manager for vans and Urban Transport at FTA, said: "There is currently insufficient charging infrastructure in place for electric vehicles to be adopted on such a large scale.

"And with the higher price of electric models, and no incentive to switch from conventionally fuelled vehicles, there has to be more work done to ensure it is an affordable and realistic option for businesses of all sizes."

Shortcomings in local and central government policy have also been identified in two new pieces of fleet research.

A survey commissioned by Northgate Vehicle Hire shows almost a third (29%) of businesses

using vans do not know about clean air zones (CAZs).

Separate research from BT Fleet Solutions and The AA revealed a third (34%) of fleets said they had no strategy in place to deal with possible air quality restrictions and more than half (51%) say they have vehicles that are not compliant with the latest emissions standards (for more see page 11).

NOT ENOUGH SUPPORT

Jennie Hill, director of business services at The AA, welcomed the PM's commitment to support the adoption of zero emission vehicles.

However, she said: "We would like to see the creation of more initiatives to help fleets adopt



"This confusing BiK tax policy is acting as a dampener on electric sales by deterring many would-be buyers"

Andrew Leech, Fleet Evolution

the new technologies that will be developed from the Government's latest investment.

"At the moment, very little financial support exists for small- and medium-sized businesses. Until this is implemented, new and greener technologies are in danger of passing them by."

It was a similar message from the Aldersgate Group, an alliance of leaders from business, politics and civil society, which in its new report, *Driving Ambition*, sets out key business recommendations for rapidly cutting road transport emissions in the UK (fleetnews.co.uk, September 11).

Nick Molho, executive director of the Aldersgate Group, said: "The boost to R&D funding needs to be accompanied by much greater clarity on vehicle regulations, including future vehicle emissions standards after we leave the EU, fiscal incentives at point of purchase to promote the uptake of ZEVs, and a reliable nationwide charging infrastructure to create a smooth user experience."

"Technological changes will occur alongside a wholesale shift in travel patterns. We urge the Government to consider this now to plan a transport system fit for the future."

■ *Fleet News* is urging the industry to support calls for the Chancellor to address key fleet concerns in November's budget through its Fleet Budget Manifesto 2018.

Among the areas up for discussion before *Fleet News* submits its budget submission are to bring forward the 2% BiK rate for ULEVs to April 2019 and to increase ULEV incentives through a long-term commitment to plug-in grants (more on page 25).



To find out more, go to
www.fleetnews.co.uk/fbm2018

Leasing company answers call for greater hand-back flexibility

WVL removes early termination fees after six months on contract hire product

By Tom Seymour

Windsor Vehicle Leasing (WVL) has removed early termination fees after six months for its new contract hire product after it said customers were demanding more flexibility in the wake of Brexit.

Hand it Back Early is available on two- or three-year contracts on new, nearly new and used vehicles, with a minimum of 10,000 miles per annum based on full maintenance contract hire.

The scheme will work on six monthly intervals, allowing customers to hand back the vehicle with no termination fees at six, 12, 18, 24 and 30 months.

WVL chairman Philip Newton told *Fleet News*: "Hand it Back Early acts as a differentiator for WVL."

"We're a smaller company so we're never going to be at the front of the queue on price but we can be when it comes to service and innovation."

"I think the market is really starting to demand this. You've seen the property market change from 25 year leases to 10 years and businesses need to be able to adjust to the market."

"We just knew that if, as a lessee, you had the opportunity to hand the car back in six month increments, you would jump at the chance to get that kind of flexibility."

Newton said that when a business takes on a team of 20 sales executives and provides vehicles through contract hire, it is unrealistic to expect that customer to take all the risk.

He said: "We wanted to offer something that means companies do have the option to adjust their fleet size if their business needs change."

Newton acknowledges that this new offer does proportion some of the risk back to WVL, but he said this would be managed by choosing the right vehicles and having options for disposal should vehicles come back early.

He said: "We're going to keep some control over the types of vehicles that will be offered. They have to be sensible vehicles, like a BMW 3 Series or Ford Transit, rather than, say, 20 Ferraris."

"We're at the early days in the first month of this, but we're not expecting a large percentage of cars to be handed back. For those that do, we are lucky that a churn of vehicles can be an opportunity for us. We rarely use auctions for disposal."

The options include re-leasing the car to a new customer, adding the vehicle to WVL's short-term lease fleet or retailing the car at its Clarence Road used car dealership in Windsor.

The current list of Hand it Back Early vehicles



"We just knew that if, as a lessee, you had the opportunity to hand the car back in six month increments, you would jump at the chance to get that kind of flexibility"

Philip Newton, Windsor Vehicle Leasing

offers a varied range of make, including fleet staples like the Ford Transit, BMW 1 Series and Audi A3, as well as more niche products like the Tesla Model S and Kia Niro PHEV.

Newton said the reaction from customers has been positive, as would be expected. He also said that if a customer had taken out a contract before the new Hand it Back Early scheme was introduced, WVL would be open to dialogue and "wouldn't rule anything out" if they wanted to switch.

Newton said WVL saw small growth last year, with a risk fleet "in the four figures" and that the company is a boutique business with the majority of its customers being small- to medium sized enterprises (SMEs).

He is expecting Hand it Back Early to help lift the business this year against what he describes as a "tough market".

He concluded: "The biggest challenge for the next 12 months is to retain our customers and win new ones with innovative ideas."

"There is certainly a supply issue, too, with a lot of manufacturers shutting down on volume, so we're managing waiting times, with some going up to six months."

"I started in sales and was always taught never to build an offer on price. However, with the big players in the market, automotive has become commoditised."

"We're of the opinion that you need to take as much care choosing your vehicle supplier as you do with your auditor or security."

"I think we're at the stage where there has to be this flexibility."

"If this takes off, everyone is going to have to start doing it. It think it is just an evolution of contract hire."

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NEWS



Decidedly foggy – what local authorities will decide on clean air zones is far from clear

One third of fleets have no plan in place to deal with clean air zones

Yet half say they have vehicles that do not comply with the forthcoming rules

By Gareth Roberts

One in five fleet operators say they will pay fines if charged to enter clean air zones (CAZs), rather than replace older vehicles with new, cleaner models, new research suggests.

A third (34%) also said they had no strategy in place to deal with councils introducing charges, while more than half (51%) have vehicles that do not comply with the latest emissions standards.

It is unclear how many councils may decide to introduce CAZs that charge drivers.

Birmingham City Council's ruling cabinet has approved plans to charge all but the cleanest cars and vans. Leeds favours a charging system for non-compliant buses, coaches, HGVs, taxis and private hire vehicles (pre-Euro 6 diesel and pre-Euro 4 petrol). If approved by Government, both schemes would come into force from January 2020.

Others, including Cambridge, Bristol and Bath could follow suit, while London's ultra-low emission zone (ULEZ), which will target cars, vans and trucks that don't meet the latest emission standards, will be introduced from April 2019.

In its annual Operational Fleet Report compiled by The AA, BT Solutions highlighted how a significant majority of fleets have plans in place to deal with potential penalties. However, it also shows that a substantial minority have not yet recognised the potential impact to operations.

Henry Brace, managing director at BT Fleet Solutions, told *Fleet News* that fleet operators have to manage the transition to alternative fuels while still remaining competitive.

"Understanding the complexities of new regulations is vital, but our research underlines industry anxiety around the implementation of the Government strategy, which fleet managers and operators argue will pose significant commercial challenges in the coming years," he said.



Henry Brace, BT Fleet Solutions

"Many in the industry do not feel fully informed about the changes"

Researchers spoke to 505 key fleet decision-makers and 16 industry experts on clean air and alternative fuels in compiling the report, which was due to be launched at BT Tower today (Thursday, September 20).

The research suggests that the average cost to ensure a fleet is compliant is £256,000, but Gary Harrison, engineering manager at BT Fleet Solutions, said larger fleets, with vehicles on longer replacement cycles, will face "significantly higher" costs, running into millions of pounds. Those larger fleets were also found to be the most prepared for potential restrictions in towns and cities.

Harrison explained: "If you are a smaller operator, say up to 99 vehicles, 40% of them didn't have a (clean air zone) strategy. Once you looked at the larger fleet operators, who perhaps have a team of people involved in the management of vehicles, that dropped down to just 18%."

"The expectation is the impact is going to be much more significant for the larger fleets and therefore you'd expect them to spend the time and the effort to understand the legislative changes, and prepare for them."

However, Harrison says fleets of all sizes have

suffered from a lack of information as local authorities decide how to best tackle pollution.

He explained: "Until we have that clarity, final strategic plans are difficult to formulate; we're 15 months away from clean air zones coming into force – the clock is ticking."

Brace added: "Many in the industry do not feel fully informed about the changes and this lack of clarity presents barriers to compliance."

The issue for all van fleets, regardless of size, is that they are committed to five to 10-year replacement cycles, explained Brace.

"Compliant Euro 6 diesel engines have only been available for the past two years, and alternative fuels are still relatively new. This means companies with very large fleets will need to replace a lot of vehicles. But it still begs the question – what with?"

Brace is calling for a more collaborative approach. "The fleet industry feels that a wider coalition between motoring organisations and Government agencies will ensure a future that is both environmentally progressive and economically sound," he said.

Ten months ago, when the Government first announced its plans, BT Fleet Solutions set up an ultra-low emission vehicle (ULEV) working group, involving people from across the whole of the BT Group, with Harrison as chairman.

He explained: "Its purpose was to pull experts from across the whole of BT to look at the legislation, the products, the technology, the charging infrastructure and how it would affect BT Fleet Solutions. That learning, that intelligence and that capability is something that we are now starting to share with our customers."

Harrison does not underestimate the challenge ahead. "When you look at CAZs and the migration towards alternative fuels, I see this as the biggest fundamental change for a fleet operator in more than a hundred years," he said.

Let local authorities develop ways to reduce gridlock, say advisors

Infrastructure commission calls for transport funding to be devolved to regions

By Gareth Roberts

Manchester suffers the worst congestion of anywhere outside London, according to new research from the National Infrastructure Commission.

The capital is subjected to the highest levels of congestion in England, but outside London, Manchester tops the table, with Liverpool next followed by Birmingham.

The first area of the country to appear on the league table that is not a city is Accrington and Rossendale – appearing at number 26.

National Infrastructure Commission chairman, Sir John Armitt, said the fact that cities hold the first 25 places demonstrates the clear need for major new investment in the UK's urban transport networks.

A National Infrastructure Assessment, undertaken by the commission, calls for greater powers to be devolved to metro mayors and local leaders, along with an additional £43 billion funding to 2040, on top of current spending plans.

Sir John said: "From Manchester to Bournemouth, our cities are facing gridlock – creating misery for people trying to get from A to B. Trying to tackle this from London won't work. Our metro mayors and city leaders need to be in the driving seat to develop local solutions."

Armitt says that devolved funding will give the people who know their cities best the tools they need to improve urban transport.

He has written to leaders in more than 50 cities

Manchester is top of the congestion league table outside London



across England – including these most congested cities – offering support from the commission as the leaders develop their own integrated plans to improve local transport.

The commission is an independent organisation established to provide advice to Government on meeting the country's infrastructure needs long into the future.

In developing the league table of the most congested areas of England outside London, it compared the ease with which people could drive from one part of an area to another at peak and off-peak times.

Those areas where the experience of travellers at different times varied considerably were ranked the most congested, while those where the experience was broadly similar ranked the least congested.

It is a new approach to measuring traffic congestion – where conventionally it is measured according to average speeds.

However, the analysis conducted by the commission looks to calculate the real-life experience of drivers, and how this will vary over a range of journeys.

Unlike speed, the new measure can enable comparisons between different areas, helping to identify those places likely to be suffering congestion the most at those crucial peak times, it said.

Based on this, the most congested parts of England outside London were: Manchester; Liverpool; Birmingham; Portsmouth; Southampton; Nottingham; Leeds; Bristol; Brighton; Leicester; and Bournemouth.

REAL-TIME ROADWORKS DATA SERVICE

Fleets will benefit from a new digital service to provide motorists with accurate data on street works called Street Manager that launches next year.

The Department for Transport (DfT) is investing up to £10 million in the project, which will generate real-time data and will be free for technology companies and app developers to use.

With 2.5 million roadworks taking place in England each year, the DfT says it will allow providers, such as Waze and Google maps, to enhance their services and allow other firms to create new products to help company car and van drivers avoid jams.

The new service will replace an out-of-date and ineffective system in use by local authorities and utility companies.

Alongside this, the Government is publishing new bidding guidance on lane rental schemes, which enable councils across England to charge utility companies up to £2,500 a day for carrying out roadworks on the busiest roads at peak times.

Pilot lane rental schemes in London and Kent saw congestion on the busiest roads drop by half.



"From Manchester to Bournemouth, our cities are facing gridlock"

Sir John Armitt,
National Infrastructure Commission



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NEWS



Some leasing companies are not fair about wear and tear, says Damage Reclaim

No win, no fee firm helps fleets avoid unfair end-of-contract charges

Damage Reclaim claims fees are reduced by £350 on average on 'unfair' charges

By Tom Seymour

Damage Reclaim, a no win, no fee start-up, is targeting fleets that are in dispute with their leasing companies over end-of-contract vehicle charges to help the fleets win money back.

Initially, the company, which was launched 12 months ago, was primarily focused on the rental industry working with consumers, but is now turning its focus to the fleet market.

Dean Miles, managing director of business management consultants Damage Reclaim, told *Fleet News* the business was formed after its founder was charged more £1,000 by a leasing company, which he felt was unjustified.

Miles explained that, after seeking advice from somebody working in the leasing industry, he went back to the company and it admitted there was failure in process and some of the charges were unjustified.

"The damage invoice was reduced and further negotiation ended with the bill to zero as a gesture of goodwill," said Miles.

Damage Reclaim takes a 30% cut if successful. It is currently working with a blue-chip fleet facing more than £300,000 in end-of-contract charges.

On average, end-of-lease charges are reduced by £350 per case – and the biggest win to date was a reduction from £1,560 to £0.

The trade body representing the leasing industry, the British Vehicle Rental and Leasing Association (BVRLA), publishes a fair wear and tear guide to provide an industry-wide, accepted standard for when vehicles are returned by fleets to their leasing or rental company.

The guide is reviewed every three years. The

last review saw the introduction of a new rule that leasing companies have to inform customers of any end-of-contract charges within four weeks of the car being collected.

BVRLA chief executive Gerry Keaney said: "The BVRLA and its members are always looking to improve the end-of-contract process."

He told *Fleet News* that the guide also provides advice for best practice in vehicle maintenance and upkeep that aims to prevent unacceptable wear and tear from occurring.

"The association also provides training to complement this guide and sets out the end of contract standards it expects from members in its codes of conduct," Keaney added.

The wording used in the code was changed to make it easier to read, and a number of the standards were strengthened to improve transparency for customers.

Miles said: "We know there are some leasing companies that take a fair approach, but there are also those that are the main offenders. This shouldn't be a grey area."

"Don't get us wrong, many charges are fair and reasonable and we accept them where a vehicle

has been neglected rather than fair wear and tear.

"If we didn't value the relationship of our client with their leasing company we could refer every case to the BVRLA or Financial Ombudsman Service (FOS), but we deal with every claim on its individual merits and only escalate to an arbitrating body if we don't get a fair outcome."

Damage Reclaim has a UK-based team of eight but also works with six freelance claim handlers to help as the business grows.

Miles said: "We respect the BVRLA and the job it does in governing and bringing structure to the industry. However, we still see examples that are unfair and we are here to try and right those wrongs."

Miles said the accusation that the company is an "ambulance chaser" is something that has already been thrown his way. He said: "We'll only accept claims if we feel the consumer or company have been treated unfairly."

"We have many claims which we don't progress as we know the charge applied is fair and reasonable, but many are just blatantly profiteering."

A fleet manager who preferred to remain anonymous said Damage Reclaim may be of use to fleet managers who are not knowledgeable of the BVRLA guidelines and don't fully understand damage and its value in terms of recharges.

However, he insisted that the problem with the BVRLA guide is that it is too open to interpretation. "To quite a large extent it comes down to a matter of opinion and rarely do the lease companies/fleet managers agree on the subject," he said.

"We still see examples that are unfair and we are here to try and right those wrongs"

Dean Miles, Damage Reclaim

Police crackdown on drivers who can't read number plates

Fleets reminded of their responsibilities under health and safety laws

By Tom Seymour

Fleets are being advised to ensure drivers are getting regular eye tests as police threaten to revoke licences on the spot if they fail a roadside check.

An estimated 1.5 million UK licence holders have never had an eye test and crashes involving a driver with defective eyesight are thought to cause 2,900 casualties every year.

Fleet representative body ACFO told *Fleet News* that employers should remind drivers of the importance of good eye care.

"They need to ensure they get their eyesight tested," said Caroline Sandall, ACFO deputy chair and director of ESE Consulting.

In the longer term, she suggests eye test information could be included with existing driver profile information and driving licence data.

"If you already have a safe driving programme in place, you could include eye testing checks as part of that – but you would need to establish how eye test data can be extracted and shared," she said.

Police forces in Thames Valley, Hampshire and West Midlands are running a month-long crackdown during September, revoking the licences of those who cannot read a number plate from 20 metres.

Data will be collected from each test and will be used to gain an improved understanding of the extent of poor driver eyesight on UK roads, which is thought to be vastly underreported in Government statistics.

The road safety charity Brake is urging the Government to make eyesight testing compulsory before the driving test and each time a driver renews their photocard licence.

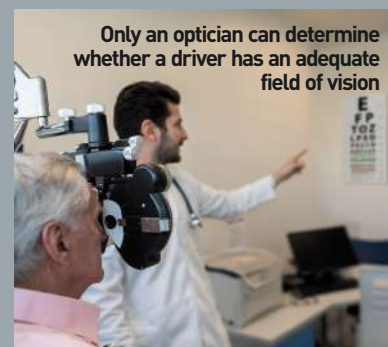
Under current rules, a learner driver must be able to read a number plate from 20 metres under the practical part of their test.

However, once someone has obtained a licence, it is up to them to assess their own vision and inform the Driver and Vehicle Licensing Agency (DVLA) if they have an eyesight problem.

Joshua Harris, director of campaigns for Brake, said: "It is, frankly, madness that there is

DRIVING EYESIGHT RULES

- Drivers must be able to read (with glasses or contact lenses, if necessary) a car number plate made after September 1, 2001, from 20 metres.
- Drivers must meet the minimum eyesight standard for driving by having a visual acuity of at least decimal 0.5 (6/12) measured on the Snellen scale (with glasses or contact lenses, if necessary) using both eyes together or, if they have sight in one eye only, in that eye.
- Drivers must have an adequate field of vision – this has to be determined by an optician.



"Not being able to react to a situation quickly enough can have catastrophic consequences"

*Sgt Rob Heard,
Hampshire and Thames Valley Police*

no mandatory requirement on drivers to have an eye test throughout the course of their driving life, other than when taking the driving test.

"Only by introducing rigorous and professional eye tests can we fully tackle the problem of unsafe drivers on our roads."

The police will share their findings with Brake at the end of September to understand the extent of the problem. Hampshire Police said it was unable to share initial findings with *Fleet News* part way through the campaign.

The police action is a reminder to fleet operators that the Health and Safety Executive's Driving at Work Guidelines say that "health and safety law applies to on-the-road work activities

and the risks should be effectively managed within a health and safety system".

Sgt Rob Heard, from Hampshire and Thames Valley Police, said that a regular eyesight test with an optician is a must. "Not being able to see a hazard or react to a situation quickly enough can have catastrophic consequences," he said.

Heard, who formed the Older Drivers Forum in 2013, confirmed that offending motorists will have their licence revoked within an hour and face prosecution if they fail the roadside test.

The power to revoke licences was introduced in 2013 under Cassie's Law, named after 16-year-old Cassie McCord, who died when an 87-year-old man lost control of his vehicle in Colchester, Essex.

It later emerged he had failed a police eyesight test days earlier, but a legal loophole meant he was allowed to continue driving.

Paul Loughlin, of national law firm Stephensons, said: "Regardless of what part of the country you are in, a police officer can request you to submit to an eye-test. It is an offence to fail or refuse to comply which can result in three penalty points or a discretionary disqualification.

"Aside from that, you also have an ongoing duty to report any medical condition affecting your driving to the DVLA. If you do not tell the DVLA of such a condition you can be prosecuted and fined up to £1,000."

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THE BIG PICTURE

By Stephen Briers, editor, *Fleet News*



I've had some worrying conversations with a few fleet managers who have accused leasing companies of taking advantage of the confusion surrounding the new fuel test regime (WLTP) by inflating lease prices. They don't have concrete proof, just a nagging feeling that rates rises aren't all entirely down to the impact of rising official CO₂ emissions on residual values. It's a throwback to 2008/09 when the temporary collapse in residual values caused by the recession saw a spike in end-of-contract damage charges being applied by some leasing providers. Regardless of whether this is happening, what's clear is that some fleets still view their leasing provider with suspicion.

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Details start on page 36.

YOUR LETTERS

VEHICLE FUNDING

HMRC will lose out in the long run



Devon Guy wrote:

Having read 'Changes to salary sacrifice could increase cost of cars' (fleetnews.co.uk, August 29), salary sacrifice as a mechanism to procure either a petrol or diesel car has incrementally become less and less viable over recent years.

The proposed annual increase in benefit-in-kind (BIK) tax over the next two years will make even the low polluting vehicles less economically attractive.

HMRC is telling employers, at PAYE inspections, that salary sacrifice has no future, so we'll see more

employers running scared and withdrawing from these schemes.

The only silver lining is the drop in BIK on electric cars planned for 2020/21. Will this be enough to sustain a much reduced industry, one wonders?

The sad thing is that HMRC is losing far more in VAT on the initial vehicle sale/leaseback than any increase in BIK tax.

In my experience, the majority of employees on these schemes would not have the funds to buy or lease a brand new car. The alternative is to run a high polluting second-hand one.

■ The editor's pick in each issue wins a £20 John Lewis voucher.

VEHICLE DESIGN

Hybrid highlights missed opportunity

The Engineer wrote:

Having read 'Ford Mondeo hybrid road test' (fleetnews.co.uk, September 7), it shows that Ford could engineer a hybrid powertrain but didn't really stick with it.

Put into more desirable models and developed a bit further, with today's demand for tax-friendly vehicles, they could have got a jump on many other manufacturers. As it is, the Korean brands have filled the gap instead.

With only room for a 1.4kW battery limiting its WLTP figures, yet still

impacting on practicality, it also demonstrates the limitations of trying to adapt traditional vehicles to hybrid. Only a ground up or at least making early design consideration for hybrid/EV models can truly deliver.

It's one of the main things slowing down new hybrid/EV versions of vehicles being launched, because it's taking a long time for blank sheet chassis design phases to come around within which hybrid/EV accommodation can be incorporated.

ROAD SAFETY

Increase smart motorway speed limit

Charlie Timpson wrote:

Having read 'Police chief's call for zero tolerance on speeding 'not achievable'' (fleetnews.co.uk, September 11), we shouldn't be penalising somebody for driving 2-3mph over the limit.

Excessive speed, particularly in built-up areas should be the focus for police and the Government needs to review how speed limits are employed on motorways.

As more and more motorways are upgraded to smart motorways, with variable speed limits, would it not be worth looking at increasing the speed limit when roads are quiet?

If it's correct that speed limits should be decreased when traffic is heavy to improve traffic flow, why shouldn't the opposite apply when I'm driving on a smart motorway in the middle of the night with traffic virtually non-existent?

DRINK DRIVING

Time for a change in the law

Peter wrote:

Having read 'Call for law change after drink-drive figures show increase' (fleetnews.co.uk, August 9), the UK, to our great discredit, is way behind the rest of Europe on this.

The figures are a disgrace – 9,040 people and their families affected in one year. At the very least, England and Wales should follow Scotland's lead in reducing the limits.

AIR QUALITY

Universal power unit idea

Chris Taylor wrote:

Why not produce a single power unit that all cars need to be fitted with, leaving the manufactures to work on chassis and aerodynamics to reduce drag and road noise?

Each car class could have a bigger unit dependent on power requirement per category. This single power plant unit could be single manufacture produced by way of tender if suitable.

This should save millions in research and development allowing savings passed to the customer and end user.

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Email – fleetnews@bauermedia.co.uk

Burning question:
What did you like/dislike most about where you grew up?

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FLEET OPINION 1



Chris Crow,
head of network and
technical services at
Fleet Assist

AFTERSALES NETWORK

Proactive management
critical to success

By Chris Crow

The long-standing and simplistic focus on vehicle repair costs in isolation is becoming increasingly outmoded.

Vehicle technology and the arrival of the 'connected car' is moving forward at an unprecedented rate and, allied to other major fleet operator considerations, the importance of having a

multi-channel aftersales network in place is business-critical.

Many OEMs are considering how they can best support fleet service, maintenance and repair (SMR) activity through 'connected car' technologies but, due to the competing needs of drivers, fleet operators, vehicle manufacturers themselves and data protec-

tion regulations, they will not deliver a silver bullet solution.

Instead, fleet operators must look to develop an effective repairer network focusing on five key strands.

Geographical coverage needs to be suitable to ensure a company car or van does not have to travel too far for a service or repair. It is also important to ensure the 'network' has sufficient capacity so booking lead times are sensible, taking account of work schedules.

Fleet operators must focus on all costs when negotiating garage terms. They have historically focused on garage labour rates when considering vehicle repair costs. However, replacement parts and fluids can account for up to 50% of overall repair costs. Consideration should also be given to the use of OEM-equivalent parts when looking for cost-effective solutions.

Implementing clear and effective work direction policies, identifying vehicle and driver needs and then directing models into the most cost-effective repairer

"It is also important to ensure the 'network' has sufficient capacity so booking lead times are sensible, taking account of work schedules"

taking into account the SMR work required, make/model, age and mileage, will enable fleet operators to realise repair cost savings.

As technology evolves so do the requirements of an aftersales network and how it delivers solutions to ensure vehicle downtime is kept to a minimum. Garages will, therefore, need to regularly update their diagnostic equipment and retrain technicians.

Consequently, it is vital fleet operators, particularly when selecting independent garages, not only capture their existing SMR capabilities but update regularly the

information they hold, as repairers invest in new equipment and staff training.

Capturing the vehicle SMR work required at an early stage enables fleets to proactively manage a vehicle booking and increase penetration into their preferred garage network, taking advantage of the most cost-effective repairers.

Proactively managing the garage network that a fleet operator uses – and a contract hire and leasing company works with – is essential to effective and efficient vehicle operations and cost-control. A one-size fits all solution is no longer relevant.

FLEET OPINION 2



Andrew Leech,
managing director of
Fleet Evolution

ELECTRIC VEHICLES

Government must act
now to boost EV sales

By Andrew Leech

The Government's misguided and confused taxation policy is depressing sales of electric vehicles (EVs) at a time when they should be gaining greater traction.

With sales of diesel cars falling dramatically due to adverse publicity over emissions, a vacuum has been

created in the new car market that EVs might be expected to fill.

However, EV sales are being held back by Government tax policy.

For EVs that emit 0-50g/km of CO₂, the current BIK rate is 13%, rising to 16% next year.

Under new rules, the rate is then set to fall to 2% in 2020/2021 for EVs with a

pure electric mileage range of more than 130 miles.

The Government should be keen to persuade more drivers to select EVs as their next company car, especially as it has pledged to remove all new petrol and diesel cars by 2040. But, instead, this confusing BIK tax policy is acting as a dampener on electric sales by deterring many would-be buyers.

Many of our customers' drivers have told us they would like to select an electric car as their next company vehicle, but they have been put off by the confused tax picture for the next three years, plus the front-end premium and higher rentals associated with EVs.

We believe the Government should take some positive action to incentivise EVs properly.

That means introducing the highly advantageous 2% BIK rate for EVs with the best range from the next tax year rather than waiting until 2020.

While we welcome the 2% tax rate from 2020, as we expect it to increase demand for EVs under salary sacrifice schemes by up to 400%, this will come too late for people ordering now as the opportunity for lower taxes is then lost for three-to-four years.

The question we have for Government is why penalise EVs so harshly from a tax point of view this year and next, only to offer huge tax incentives a year later? It just makes no sense at all.

In the Budget we would like to see the Government remove the contradiction of an aggressively escalating company car tax followed by a huge reduction in the tax rate by introducing the 2% rate from the 2019 tax year, thus actively promoting the uptake of longer range EVs much sooner.

For this reason, we also support the Fleet News Budget Manifesto, which calls on the Chancellor to address key concerns in November (see page 25 for more).

"Why penalise EVs so harshly from a tax point of view this year and next, only to offer huge tax incentives a year later? It just makes no sense at all"



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ROUND FleetNews TABLE

Fleet managers debate benefits of benchmarking their policies

Be sure to compare yourself with organisations that have similar ways of working

By Andrew Ryan

Benchmarking is increasingly becoming an important tool in the fleet decision-maker's armoury, enabling them to see how their operation compares to those of similar organisations.

This can help identify strengths and weaknesses and give guidance on how they can make their fleet more efficient and effective.

Benchmarking was among the topics debated at a recent roundtable, sponsored by Masternaut, which took place at Wroxall Abbey, Warwickshire.

Fleet News: Do you benchmark your fleet performance against other companies?

Ellie Barnes, senior contract manager – UK fleet, E.On UK: Our leasing company, Lex Autolease, does a huge amount for us. It has a lot of customers of varying fleet sizes, so we do quite a bit of benchmarking just to understand how our fleet is operating and to ensure we are not missing a trick. We benchmark things like our accident rate and policy as well. We do it at least half-yearly, sometimes quarterly,

dependent on whether there's a greater urgency. It also helps us understand what other companies are doing, on the accident rate in particular: how they are getting their collisions down.

Thankfully, a lot of the time the results of benchmarking are positive and we come out of it with the view that we are doing as well as we think we are, but it is important to go through the process so you can understand what the true picture is.

If you are siloed into your own company you can miss something benchmarking will show up.

Russ O'Neil, driver risk and HGV compliance manager, Balfour Beatty: A leasing company is a good natural resource for that because it has a wealth of data you can tap into.

Ellie Barnes: It's part of what they offer. It's not like we pay for it as a separate service, we get a hell of a lot of extra value. It's like having an extra member of our team.

Steve Winter, head of fleet, Centrica: One thing to watch with benchmarking is that different companies operate differently, so it is important you compare yourself to organisations that do the same sort of thing, otherwise you can get misled.

For example, our drivers take their vans home at night, but at another organisation they may leave their van at a depot overnight, and that changes things, such as how you can service a vehicle etc.

FN: What cost-saving initiatives have you introduced?

Steve Winter: In terms of commercial vehicles, we sell all our salvage at a pre-agreed value to a company called FAB

Recycling and it breaks it and we buy parts back from it, which is quite unique.

This means that, for example, we can buy a rear door for one of our vans, in the right colour, with livery on, and we just bolt it on the vehicle. Instead of having to wait six, seven, or however many days it may take through an accident management company, FAB does next-day delivery and we do a dry repair. We don't use it for anything safety related, but it salvages our internal racking as well. It only really works if you've got a big fleet, but it's quite ingenious because where else are you going to find a door in the right colour and livery at such short notice?

Ellie Barnes: We've really worked on our vehicle renewal programme. For us, it is actually about continually reviewing our fleet and not just automatically thinking that we will renew vehicles that are coming up to the end of life.

We look at the number of vehicles and how they are used, and that goes for the equipment in the vans as well. You find that guys aren't using half the kit that's in there. The more you can plan your vehicle renewals, the better. It's saved us hundreds of thousands of pounds.

FN: How do you use technology to reduce costs or collisions?

Julie Davies: We are coming up the end of the second year of using an app for daily walk-round checks and, by using that app, our smart meter guys can also do an audit to see what stock they've got in the vehicles.

Health and safety are also doing risk assessments on it now as well, but it started with the daily walk-round checks. This is saving paper and books, while defects are being repaired faster than before.

Transport managers might have five or six operating centres and they can't go round every day to pick up their defect sheets. The reports automatically go to him now, he sees all of them and can assess what's required. Within that app we've also developed an accident-reporting feature that can be set up with a bump card so, if there is an incident on the road, the driver can take all the information needed and photos and these go straight to the insurance company.

We were losing vast amounts of money because incidents weren't being reported within 24 hours. The insurance company would get the third-party phone up before we had contacted it and say 'one of your vehicles has hit mine, it's off the road and I've booked a Jaguar for the next fortnight to drive around in while my car is being repaired'.

That's where we are saving money. Our drivers still have to go back to the depot and talk to their transport manager or line manager and report the incident, but it is getting there on the cost saving.

Russ O'Neil: Dashcams are on the radar but I can't see how they can make a difference past the telematics side of things, how they can impact on what we do. The companies come in to sell these things and give you case studies about what you can do on first notification of loss and 50:50 claims, but...

Ellie Barnes: When you've got telematics data on driving behaviour such as speeding and accelerating, dashcams can help you understand the circumstances that driver was in to give a better feel for what the data means.

Also, our drivers take their vans home overnight and during our trial of dashcams we could see how they were being parked, and it became clear why we had a door mirror issue with a number of vehicles. We could also see how they were parked during the day which led us to get drivers to consider a bit more how they leave their vans during the day.

FN: What challenges have you faced over the introduction of electric vehicles?

Russ O'Neil: When we were looking at plug-in hybrids, we thought about how we could help our drivers get the best out of those vehicles and if we should be giving them training. As a result, we developed a short course for those people who have taken or are taking on a PHEV.

Ellie Barnes: Do you do it as part of the choice process

DELEGATES



Mandi Nichol,
fleet manager,
Schneider Electric



Mike Hemming,
UK Catalytix director,
Masternaut



Tom Fallon,
transport manager,
Post Office



Martin Saxton,
transport and fleet
manager, BCS Group



Russ O'Neil,
driver risk and HGV
compliance manager,
Balfour Beatty



Julie Furnival,
facilities and
business services
manager, Thera Trust



Julie Davies,
group fleet and plant
compliance manager,
Amey



Ellie Barnes,
senior contract
manager – UK fleet,
E.On UK



**Ann-Marie
Dunbar,**
FM contract
manager,
Vodafone



Mike Brown,
fleet manager,
Virgin Media



Karen Mumford,
operations support
manager, The
Guide Dogs for the
Blind Association



Phil Singh,
corporate and
channel sales
director,
Masternaut



Steve Winter,
head of fleet,
Centrica

"Sim cards send the energy usage (for EV charging) back to us and we recompense drivers in their pay"

Steve Winter, Centrica

though? If one of our drivers is looking at a hybrid we will get the leasing company to send them a guide on the technology and how they should drive those vehicles effectively. This means that before they make the choice they are fully informed and can make a considered decision. We have had people moan to us and send in their increased electricity bills, and we're like 'did you consider it?', so now we send them a guide prior to order.

Steve Winter: Our van drivers take their vehicles home overnight and anyone that gets a pure electric vehicle goes through a four-hour BTEC course and qualification for EVs, which works very well.

Ann-Marie Dunbar, FM contract manager, Vodafone: How do you manage the home charging?

Steve Winter: Because we are an energy provider and have smart meters, we can fit two. One meter runs the house and the other runs the van. They have sim cards in and these send the energy usage back to us and we recompense drivers in their pay.

"If you are siloed into your own company you can miss something benchmarking will show up"

Ellie Barnes, E.On UK

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BRIEFING

'CHOOSE A TAX OUTCOME AND WE'LL HELP YOU GET THERE'

Delegates at industry briefing call on the Government to make a clear decision so fleet bodies can work with ministers to achieve the best outcome for all

By Stephen Briers

Momentum is building for the Fleet Budget Manifesto ahead of formal representation to Treasury at the end of October.

Government ministers from Treasury and the Department for Transport (DfT) attended a briefing hosted by the British Vehicle Rental and Leasing Association (BVRLA) and RAC Foundation at the RAC Club in Pall Mall earlier this month.

In attendance were leasing companies, fleet operators and industry stakeholders. *Fleet News* and ACFO represented the views of the broader fleet sector.

The focus of the roundtable meeting was to debate changes in the fleet sector and the implications for future Treasury revenues from the company car as vehicles become more efficient and tax-take drops.

The BVRLA wanted to use the session to help inform its own long-term tax roadmap, while it was also an opportunity to air some of the concerns that are shaping the Fleet Budget Manifesto.

Claire Evans, head of fleet consultancy at Zenith, Stuart Adam, senior research economist at Institute of Fiscal Studies (IFS) and Grant Klein, partner at PricewaterhouseCooper (pwc), each presented their views about the primary factors influencing the fleet sector after which the floor was opened up for a broader discussion.

Chatham House rules were in place, so this report will only give a flavour of the topics put under the spotlight during the main debate.

In welcoming everyone, Jay Parmar, BVRLA director of policy, said the fleet sector was facing "unprecedented change" which required a



FLEET BUDGET MANIFESTO

"collaborative, consistent view to Government from a broad spectrum of stakeholders".

He added: "This sector is uniquely placed to support the Government in its Road to Zero industry strategy. But Government has to give the sector certainty and consistency."

The motor industry contributes almost £40 billion a year in taxes to Treasury, 5% of its total revenue. Most of that (almost £28bn) comes from fuel duties, but this is the area most likely to suffer a decline as cars become more efficient and drivers switch to plug-in-hybrid and full-electric alternatives.

Over the next decade, the IFS forecasts a £16bn reduction, around 0.3% of GDP, said Stuart Adam.

The Government taxes motoring at a higher level than other activities due to its cost to the wider society.

"The idea is to make drivers face a price that reflects the true cost of the activity," Adam said.

CONGESTION IS BIGGEST COST

A breakdown of the figures reveals congestion to be by far the largest external cost, at 11.3p per car km of the 15.3p total. In contrast, accidents are 1.5p, greenhouse gases 0.8p and local air quality just 0.1p, according to DfT figures.

"Therefore, congestion charging could have big benefits, estimated at 1% of GDP," said Adam.

His comments support the Fleet Budget Manifesto calls for the Government to begin a consultation into alternative methods of taxing company vehicles, including road and congestion charging.

Adam said: "Fuel duties and VED (vehicle excise duty) are not well targeted on this (congestion). National road pricing could replace much of the (lost) fuel duties, but there are challenges. It may be more palatable as a replacement tax rather than an additional tax."

That is certainly the view of the Fleet Budget Manifesto, which echoes the Fleet Manifesto of 2015 which called for the Government to consider a road pricing scheme as an alternative to current taxation methods.

Adam believes there is little justification for an annual tax on car ownership. "The ideal for company car taxation is to have a system based on monetary value. Why tilt company car taxation more towards CO₂ emissions than for other cars?" he asked.

"We know where we need to get to: electric vehicles, taxed on congestion caused when and where driven. "It's hard to know how we get there, but we have to start acting now."

Zenith's Claire Evans raised concerns that Government benefit-in-kind (BIK) taxation policy isn't supporting the fleet industry and company car drivers, particularly higher tax rate payers.

"There is an increasing move to cash due to rising car costs, employee demand and a greater ability for companies to manage duty of care online," Evans said.



"This sector is uniquely placed to support the Government in its Road to Zero industry strategy. But Government has to give the sector certainty and consistency"

Jay Parmar, BVRLA



This would have a major implication for Treasury revenues, but could be stemmed by addressing issues such as incentives for ultra-low emission vehicles (ULEVs), echoing the Fleet Budget Manifesto calls for the 2% BIK tax rate to be brought forward a year to April 2019.

Evans added: "One-third of fleets not offering cash now are very likely to in the future according to figures from Sewells. Contract hire dominates, but ECO (employee car ownership schemes) is looking more attractive."

PERK DRIVERS SWITCHING

Sewells research also reveals that the proportion of perk car drivers switching to cash is set to increase from 29% to 39%.

"This would result in older cars with higher CO₂ and fewer low emission cars going into the used market. It would also lower Treasury revenues," Evans said. "But could electric vehicles and lower BIK tempt them back?"

One delegate pointed out: "In personal contract hire, CO₂ emissions are trending up – and up significantly – while company cars are trending down. Ultimately, the question for the Government is: how quickly do you want to transition to zero emissions? You have to have a system that drives that behaviour."

Grant Klein described road pricing as "flaming



"One third of fleets not offering cash now are very likely to in the future according to figures from Sewells"

Claire Evans, Zenith



FLEET BUDGET MANIFESTO

SIX ACTION POINTS

1

Realignment of benefit-in-kind tax tables to take into consideration CO₂ emissions under WLTP; there should not be any distortion caused by the transition and use of correlated NEDC figures for tax purposes.

2

Reconsider the 4% diesel supplement.

3

Bring forward the 2% BIK incentive for ULEVs from April 2020 to 2019.

4

Raise ULEV incentives through a long-term commitment to plug-in grants.

5

Commit to a longer-term view of BIK – five years.

6

Begin consultation about future and alternative company car taxation policies.

difficult". But he recognised that the public mood has changed to become more environmentally and socially conscious.

"You have to have a clear objective, such as reducing congestion and improving air quality," Klein said. "It has to be a simple proposition, (choosing from) time of day, level of congestion, pollution, location, distance travelled, vehicle type and journey purpose."

He also questioned the operating model – who sets charges, who gets revenues, who enforces and how are foreign vehicles charged? But, he added: "Some form of road pricing feels a logical approach to take."

The broader debate supported a consultation into road pricing as an alternative to current forms of taxation.

However, fleets raised concerns about making changes to taxation models which add complexity for drivers.

"Lots of them don't understand how BIK works now so adding more complexity will only make things worse," said one. "We need simplicity and also certainty about the future. The best thing the Government can do is to give us this certainty now."

AN 'UNFAIR CARROT'

Another fleet was critical about long-term support for ultra-low emission cars. "The 2% electric vehicle BIK will be an unfair carrot to drivers because it will increase in the future. We need five-year clarity and a future view of 10-15 years for the direction of travel."

He added: "In 2002, the Government gave clarity of their policy and we had 10 years of benign changes. We knew what the Government wanted to achieve. Now we don't."

There was an appreciation of the difficulties for Government to plan too far into the future when it doesn't know how technology will develop. Effectively, it is asking the Government to pick a winner.

However, one delegate said: "We aren't asking them to plan ahead; we are asking them to choose an outcome. What do they want to achieve? Then we can find a solution. For example, it was CO₂, now it's NO_x – we need some policy guarantees to ensure people can make the right choices. Right now it's a leap of faith."

Delegates also questioned the lack of consistency in policy related to different taxation policies. BIK, VED, national insurance, parking, congestion, air quality – is there an opportunity to rationalise these to have greater consistency and a clearer outcome?

"Rolling up different taxes into one is an interesting idea," commented one.



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'PURE ELECTRIC ETHOS' IS UNDER THREAT

(SHORT-TERM, AT LEAST)

Electric vehicles will always be at the core of award-winner Farmdrop's ethos, but, as technology fails to keep pace with its ambition, diesel is back on the table according to fleet manager David Brown. *Gareth Roberts* reports

Fleet decision-makers across the country are looking at the potential of hybrid and pure electric powertrains to help drive improvements in air quality.

Towns and cities are considering restrictions on the most polluting vehicles, while the Government wants at least half of all new cars sold and 40% of the new van market to have to emissions of less than 50g/km of CO₂ by 2030.

Political pressure at a local and national level is forcing a dramatic change in the future make-up of car and van fleets.

One company has been ahead of the game since it was founded six years ago. Farmdrop operates a fleet of pure electric vans, primarily in London, which faces illegal levels of air pollution.

The capital has already introduced a 'toxicity charge' on top of the congestion charge for those wishing to drive a pre-Euro 4 vehicle into the city. It will be replaced by the world's first ultra-low emission zone (ULEZ) in April 2019, which will target cars, vans and trucks that don't meet the latest emission standards. Non-compliant cars

and vans will be charged £12.50 per day in addition to the daily £11.50 congestion charge.

"For us, it's another reason to be running electric vehicles (EVs)," says Farmdrop fleet manager David Brown. "EVs are exempt from the congestion charge."

The company's vehicles will also avoid having to pay anything to enter the new ultra-low emission zone and will be ahead of the curve when zero emission zones start to be introduced in the capital.

However, Brown says: "Air quality is a challenge not just in London, but across the country. It's something operators of all sizes are having to face up to."

Outside of the capital, local authorities, ordered to consider implementing clean air zones to target some of the country's worse pollution hotspots, are in the process of submitting final air quality plans for Government consideration.

Brown says: "The environment has always been the company's number one priority; it's what shaped its fleet policy from the day the business started."

Farmdrop has used pure electric vehicles since launch, earning it Go Ultra Low Company status in July 2016 and a Fleet Hero award for Ultra Low Emission Fleet in November of the same year.

Earlier this year, it was crowned Eco Fleet of the Year at the Fleet News Awards, with the judges commending its commitment to putting electric at the core of its business strategy.

Farmdrop's mantra is go green and go efficient, with deliveries being made by its fleet of 16 Nissan e-NV200s and eight Renault Kangoo ZE pure electric vans in London and Bristol.

The online food delivery company distributes fresh produce to consumers that is sourced from local farmers and fishermen. It says its mission is to fix the food chain and protect the planet by employing a pure electric fleet.

Phil Eaves, director of supply chain at Farmdrop, told *Fleet News*, last year: "It's embedded in the culture of Farmdrop, so switching to diesel would be an unthinkable shift in terms of what Farmdrop stands for, both internally and for our customers."

EVs fit with Farmdrop's sustainable ethos, but its success in the market has now forced it to consider something it thought "unthinkable" just 18 months ago. A limited choice of electric vans and load capacity constraints has left Farmdrop with no choice but to turn to diesel, in the short-term at least.



David Brown says increased demand and longer distances to cover might lead to diesel delivery vehicles being introduced in the short term



FACTFILE

Organisation Farmdrop
Fleet manager David Brown
Time in role four months
Fleet size 27 (16 Nissan e-NV200s, eight Renault Kangoo ZEs, two Mercedes-Benz Sprinters and a Ford Transit Custom)
Funding method flexible lease



There are currently just nine models available for the plug-in van grant, as opposed to 38 for the plug-in car grant.

Load capacity of that limited line-up doesn't match Farmdrop's demand from increased orders and range is becoming a greater issue as delivery areas get further away from the vehicle's base.

It is a problem the growing business has become more acutely aware of following the relocation of its headquarters and hub from Bermondsey, close to central London, to a new facility in Enfield, north London, just inside the M25.

A hub in Bristol serves customers in the south west, while the new Enfield hub will serve customers across the capital and will be base for all but one of its EVs, which will be located in Bristol.

However, having built up its London business in areas that were easily served by its Bermondsey HQ in the south of the capital, its new north London base poses a further challenge when it comes to operating the plug-in fleet.

Brown, explains: "We want to be able to run electric, medium-sized wheelbase vans down from Enfield to Leatherhead and Croydon, but that's not possible. You can't get down there, do your drops, and come back without having to factor in an hour or so downtime recharging."

"As a result we're going to have to diversify our fleet. We want to remain 100% electric to our customers – and we will for the overwhelming majority – but we're going to have

to use diesel, for some, in the short term."

It already operates two diesel Mercedes-Benz Sprinters and one Ford Transit Custom for collections from producers, but not currently for deliveries.

The electric vans are charged overnight before going out on the road from 7am to 1pm and then again from 3.30pm to 9.30pm, with delivery routes, on average, around 60 miles.

Brown explains: "It gives us about a two-hour window (during the day) where you can get the guys back in and the vehicles on-charge to top up, ready for when they have to go out again."

There is no fast-charging facility at the new London hub – the cost was prohibitive and it's not possible to fast-charge the Renault Kangoo ZE anyway, says Brown.

Currently, vehicles are charged at Enfield via a series of 13-amp charge points, with plans to upgrade to a 32-amp (7.2kW) system in the near future.

"We don't need it (a fast-charging facility)

"We have a pure electric ethos, but at some stage the hybrid route may be an option for us"

David Brown, Farmdrop

thanks to our route-planning software," explains Brown.

Routes are optimised allowing deliveries to be made on a single charge, done when vehicles are back at the hub.

In Bristol, roadside-charging is more of a necessity, because of a bigger delivery area and, as a result, longer routes sometimes have to be undertaken.

Brown says: "They will plug-in (to a public charge point), go and have a break, come back and the van's ready to go again."

In London, operating out of its new hub, Brown says drivers will have to utilise public charge points on some routes. But, constrained by only being able to carry 12 orders in the e-NV200 or the Renault Kangoo and facing greater ranges than before, he says diesel will take the strain on a small percentage of orders – some 3-4%.

Farmdrop has faced multiple challenges running EVs: the lack of a market-ready refrigerated electric van and problems with the public charging infrastructure.

It quickly realised a refrigerated electric vehicle would use too much energy and reduce the vehicle's range, so it adapted the way it keeps food chilled by using thermal packaging to keep produce fresh.

Farmdrop is also fortunate that by employing both short- and longer-term leases for its EV fleet through specialist EV leasing company Drive Electric, it avoids any residual value risk and can flex vehicle numbers according to demand.

"It also means we can decide to choose an alternative, while we don't know where the

Compatibility with EVs was another key Geotab advantage, says Brown. Another telematics supplier being considered could not read the information coming out of the vans' electric power plants.

The use of league tables and performance-related pay, which takes account of driver scores, has helped employee buy-in.

"All we expect is for drivers to wear their seat belts, not speed and to basically drive in a normal, safe way," says Brown. "It's a more carrot than stick approach and the guys have really responded well."

provide the Geotab platform throughout the fleet and within just a few months, Farmdrop has seen double-digit improvements in driver behaviour and fuel/energy use.

With a custom-tailored solution and a driver behaviour add-on, Farmdrop was able to monitor electric energy use and stimulate engagement among its drivers for some impressive early results.

It has seen a 33% reduction in incidents of poor driving per mile, as well as a 27% cut in the kW/mile needed to execute routes in London, Bristol and Bath.

TELEMATICS HELPS CUT FARMDROP'S ELECTRICITY BILL

Fitting behavioural telematics to Farmdrop's fleet of electric vans has seen 'fuel' usage fall by more than a quarter.

Already operating a route-planning tracker-based system to schedule its deliveries, it decided to employ an additional system to measure driver behaviour.

"From the driver management perspective, it's been fantastic," says fleet manager David Brown. "It gives us real insight and the ability to intervene when appropriate."

The firm chose LEVL Telematics to



Brown with some of Farmdrop's electric vans with distinctive livery

next electric van is coming from, what size it's going to be and what range it's going to have," says Brown.

The Ford Transit Custom hybrid trial has sparked Brown's interest, however. It involves a fleet of 20 hybrid vans being put through their paces by a number of London-based fleets.

Scheduled for volume production in 2019, the Transit Custom PHEV has an advanced hybrid system that targets a zero-emission range in excess of 31 miles and features the EcoBoost 1.0-litre petrol engine as a range extender. The EcoBoost engine charges the on-board batteries when longer trips are required between charging stops.

"We have a pure electric ethos, but at some stage the hybrid route may be an option for us," admits Brown. "It would definitely be a better option than diesel."

Farmdrop's fleet manager took on the newly created role four months ago and, having seen the operation at close quarters as a shift manager at its Bristol hub, he was a quick convert to electric vehicles.

The re-charging of vehicles and how that is factored into delivery schedules is a fascinating aspect of running a pure electric fleet, says Brown.

"It is a world away from when I started as a transport manager – then you just filled up with diesel and off you went."

He adds: "I've always been a transport manager – a CPC (certificate of professional competence) holder in the combustion engine age; but I am sold on electric vehicles."

Brown believes there is real scope for other companies, especially couriers that have a small, postcode-based route, to consider pure electric.

He says: "It wouldn't work for every company, but the technology would suit many operators."

As for Farmdrop, Brown believes the challenge going forward is whether manufacturers will be able to produce new vehicles in significant numbers to match the job Farmdrop, and other operators, will increasingly need them to do.

"When they do," he says, "we'll be the first in the line to invest in them."



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'CAR RENTAL IS A VITAL PART, BUT IT'S NOT THE ONLY THING'

The traditional daily rental market is changing rapidly, fuelled by a growing demand for multi-modal services. Europcar Mobility Group UK managing director Gary Smith tells *Gareth Roberts* it's ready for the challenge

Europcar's acquisition trail in recent years highlights its determination to ready itself for a changing company car landscape and the wider mobility market.

It acquired majority stakes in Ubeeqo, a French start-up specialising in car-sharing, and E-Car Club, a UK plug-in car hire company, in 2015.

Further acquisitions followed, including Brunel, a London-based ride-hailing chauffeur service, and Scooty, a scooter-sharing start-up.

The company has also taken minority investments in Snappcar, the second largest international peer-to-peer car-sharing player in Europe, and Wanderio, a multi-modal search and comparison platform.

Backed by new services designed by its

'innovation lab' in Paris, it has ensured a diverse product portfolio which, according to UK managing director Gary Smith helps it offer the choice and flexibility a changing market demands.

"Car rental is a vital part of what we're going to do going forward, but it's not the only thing," says Smith.

To reinforce this changing dynamic and its multi-modal transport model, the business was recently renamed Europcar Mobility Group, and launched a new mobility portal, earlier this year.

An important digital development for the business, Europcar One is designed to give travel managers and fleet decision-makers easy access to the company's range of services on one platform.

"It was important for us to draw all this together into one single solution," explains Smith. Car-sharing services, daily rental and longer-term products are all available via

the booking portal, as well as taxi bookings both in the UK and abroad.

Business users are also able to offer discounted rates for employees' personal travel, as well as giving them access to the Europcar Deliver and Collect service, where the vehicle is delivered to their home or work.

At the heart of Europcar One's design was a requirement to give fleet and travel managers a 360-degree view of every journey – from initial booking through to vehicle return and invoicing.

For Smith, the back-end processes of the system are as important as the look and feel of the portal's front end. "We can transmit all of the services on to a single invoice and that's ultimately what I'd want as a customer," he says.

"I would want to know what the spend is and how it's being spent. Bringing everything together into a single invoice is massively important to achieving that for our customers."

At a time when an increasing number of employees are looking at alternatives to the traditional company car, Europcar hopes its mobility offering will tap into that demand.

It also believes it is well-positioned to take advantage of the growing uncertainty around future benefit-in-kind (BIK) tax rates, driven by the new vehicle emissions testing regime, the Worldwide harmonised Light vehicle Test Procedure (WLTP), and the impact of new lease accounting rules, which take effect from January 2019.

The rule changes will mean leased assets (including vehicles on operating leases) will be brought on to companies' balance sheets for those reporting under international rules. Keeping vehicles off-balance sheet helps to keep the debt-to-equity ratio low.

Smith believes it is the "flexibility of the offer" however, which is changing people's perceptions. He explains: "Rather than tie yourself into a two- or three-year lease, where you've got exit penalties etc., you can choose a flexible rental."

Advantage Long Term, for example, offers



All services on one invoice is what Gary Smith would like as a customer

"It's a great opportunity for employers to change the way they manage their company car schemes"

Gary Smith, Europcar UK

product, they see the benefits. "It's a great opportunity for employers to change the way they manage their company car schemes," he says. "Employers want to give flexibility and not everybody wants a company car."

Furthermore, the potential financial impact of clean air zones, as towns and cities across the country target pollution hotspots, could fuel further uptake in its short-term car-sharing products.

Replacing traditional pool car services with car clubs, which can be accessed by employees on a pay-as-you-use basis during the working week and by the public outside office hours, are driving improvements in air quality.

The idea first gained traction with councils and now, says Smith: "Companies are starting to see the advantages of not tying up scarce resources and the benefits of operating the latest vehicles."

On average, Europcar's 50,000-plus vehicles are less than five months old. The majority are bought on a buy-back arrangement from manufacturers.

"By having that cycle, they are always the latest models, have the latest safety equipment and the latest emissions and fuel efficient technologies," says Smith.

Europcar also expects the share of pure electric and hybrid vehicles on its fleet to reach 5% by 2020.

Its plug-in fleet share currently stands at around 3%, with vehicles bought outright by the business, complete with the residual risk.

Smith says: "The latest technology comes at a cost and you've got to try and make sure there's a market for them."

However, he admits that has not been easy, with customers less keen to make the switch. Research conducted by Europcar revealed that four out of five (78%) respondents said they would not want to hire an electric vehicle (EV).

Instead, it showed diesel remained the fuel of choice for almost two-thirds (63%) of its car hire customers.

Smith is confident that will change over time and says the business will continue to find "the right solution" for its customers, whatever the powertrain of choice.

CAR RENTAL INDUSTRY IS 'IN THE BLOOD'

Managing a UK fleet of 50,000-plus vehicles across 175 locations, serving both corporate and leisure markets, in a low margin business is not without its challenges.

Leisure pricing, for example, moves several million times a month, while vehicle demand can shift dramatically from one location to another.

"Capacity management is a vital part of the retail business and Europcar is both a retailer and a B2B provider of rental services," explains Gary Smith.

"They operate in different spaces, with the leisure business more focused to the weekend and the corporate business more mid-week."

Matching vehicle numbers to demand in different geographical locations, when there is a cost consideration in moving product, requires a tactical

approach akin to a military operation.

"That's the thing about rental," says Smith. "It's fascinating."

Smith has worked in the vehicle rental industry for more than 25 years, working his way up through Avis Rent a Car's ranks to become financial director, before embarking on a career in consultancy looking at other industries.

However, within a year, the draw of the rental industry was too much to resist and Smith joined Europcar UK Group as financial director in 2012.

"It is one of those industries that is in your blood," explains Smith. "If you like a dynamic, fast-paced business, where you have to have your finger on the pulse, car rental is absolutely for you."

Smith was appointed managing director for Europcar UK as part of a number of board level changes in 2016.

FACTFILE

Company Europcar Mobility Group UK
Managing director Gary Smith
Time in role two years and four months
Rental fleet 50,000+ vehicles
Rental locations 175

four monthly mileage options of 1,000, 2,000, 2,500 or 2,800 every 28 days. Vehicle excise duty (VED), service, maintenance and roadside assistance are included, while it is available with own company insurance or Europcar's collision damage waiver (CDW) insurance.

"Where there is uncertainty, rental is the best solution because it gives flexibility. You're not committing yourself to any long-term contract and the pricing is not as different as you think," says Smith.

'Business ready' vehicles fitted with Bluetooth and sat-nav can be provided from three

to 36 months – a longer-term hire solution without any long-term commitment, he says.

"It's a real area of focus for us now. We're starting to put the resources from a UK perspective behind it and we're starting to see it grow. The opportunity is not only there for both traditional cars and vans, but for specialist vehicles as well."

"We've made the investment and now we're starting to see the fruits of our labours."

Smith explains that once fleet decision-makers "open their minds" to a rental

FleetNews

AWARDS
2019

AWARDS 2019 TIMELINE

OCTOBER 12 2018
Deadline to receive
750 words entry for
fleet categoriesOCTOBER 19 2018
Shortlisted fleets notified;
second stage of online
entry process opensNOVEMBER 16 2018
Entry deadline for
all categories
(no extensions given)DECEMBER 3 2018
Initial shortlist
drawn up for
manufacturer judgingMID-DECEMBER
2018
Entries to
judgesJANUARY 23-24 2019
Judging day for
manufacturer and
supplier awardsJANUARY
30-31 2019
Fleet manager
interviews take placeMID-FEBRUARY
2019
Shortlist
revealedMARCH 20 2019
Winners revealed at
Fleet News Awards
ceremony

6 BENEFITS OF ENTERING AWARDS

1.
IMPROVED
FINANCIAL
PERFORMANCE2.
PERSONAL
RECOGNITION;
CAREER
ENHANCING3.
GREATER
INCREASE IN
SALES THAN
COMPETITORS4.
A RISE IN
EMPLOYEE
ENGAGEMENT5.
POSITIVE
PRESS
COVERAGE6.
INCREASED
CUSTOMER
AWARENESSFAME AND CREDIBILITY AWAITS...
IF YOU ENTER THE
FLEET NEWS AWARDS

We've made the process of entering simpler for those in fleet categories so the 'no time to enter' excuse no longer applies

Fleet News is offering its readers a chance to boost their business performance, their fame and their credibility. How? By entering the Fleet News Awards 2019.

Numerous studies that have shown the positive impacts that winning industry awards can have on a business and its employees. Even being shortlisted can have a positive effect, according to studies carried out by awards consultancy Boost.

Entries are now open for fleet operators, suppliers and car manufacturers – your opportunity for recognition both within the fleet sector and beyond.

Being shortlisted for a fleet category, for example, is about more than a pat on the back for the fleet decision-maker; it's about raising the profile of the company brand with customers and potential customers. Organisations who take seriously their safety and environmental obligations to their vehicle fleets are ideally placed to win business – these things really matter to consumers.

Winners say it has helped them to acquire new talent, raise their brand profile and improve client relationships.

So, to help, we will commit to publicising all shortlisted companies prior to the awards evening and promoting the winners after the event.

We recognise that the number one reason for not entering awards is the fact it can be too time-consuming. So, for the fleet categories, we have changed the process.

To begin with, we simply need you to tell us in up to 750 words why you believe you should be shortlisted. This could include information about initiatives you have introduced, improvements you have made or simply your continued success in running an efficient, safe fleet of vehicles.

The judging panel will deliberate and select the best to go through to the shortlisting phase. Only then, once you have been confirmed as a 2019 finalists, will we need you to complete an entry form giving the judges more detail.

Note, though, you do not need to wait for this stage – you can go ahead and fully complete the forms from today.

We believe the Fleet News Awards has the outstanding credentials you need to make entering worthwhile. But don't just take our word for it, we've also included testimonials from previous winners.

Finally, we will also give feedback after the awards to all unsuccessful companies.

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AND THE PEOPLE
WHO WORK FOR US"**



Paul Gatti, director at Royal Mail Fleet

Fleet of the Year 1,001-plus vehicles



“PICKING UP THE AWARD WAS ONE OF THE PROUDEST MOMENTS LAST YEAR FOR ME AND ALPHABET. IT MEANT A LOT TO THE PEOPLE HERE”

Nick Brownrigg, chief executive officer of Alphabet (GB)

Leasing Company of the Year – more than 20,000 vehicles

MEET THE JUDGES

CHAIRMAN



Christopher Macgowan OBE

AUDITOR

To be confirmed



Stephen Briers



Caroline Sandall



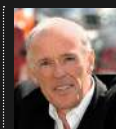
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Paul Hollick



Sarah Tooze



John Pryor



Graham Short



Ryan Coles



Stewart Lightbody



David Oliver



Liz Hollands



Debbie Floyde



Matt de Prez



Martin Ward



Andy Cutler



Mark Jowsey



Steve Jones



Shaun Sadlier



Chris Connors

FLEET AWARDS

- Stephen Briers, editor-in-chief, *Fleet News*
- Caroline Sandall, ACFO
- Julie Madoui, Kier Fleet Services
- Paul Hollick, ICFM

SUPPLIER AWARDS

- Sarah Tooze, *Fleet News*
- John Pryor, Arcadia/ACFO
- Graham Short, Zip Water (UK)
- Ryan Coles, Aviva
- Stewart Lightbody, Anglian Water
- David Oliver, Red Bull
- Liz Hollands, FTA

MANUFACTURER AWARDS

- Stephen Briers, *Fleet News*
- Matt de Prez, *Fleet News* staff writer
- Martin Ward, Cap HPI
- Andy Cutler, Glass's
- Mark Jowsey, KeeResources
- Steve Jones, LeasePlan
- Shaun Sadlier, Arval
- Debbie Floyde, Bauer Media
- Chris Connors, Countryside Properties

THE CATEGORIES

FLEET AWARDS

Fleet of the Year – up to 1,000 vehicles

2018 winner: Freedom Group of Companies
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Fleet of the Year – 1,001-plus vehicles

2018 winner: Royal Mail
Sponsored by Zenith

Most Improved Fleet

2018 winner: Rexel UK

Safe Fleet Award

2018 winner: Skanska UK

Ultra-low Emission Fleet

2018 winner (Eco Fleet Award): Farmdrop
Sponsored by BMW (UK)

Travel and Mobility Initiative – NEW FOR 2018

MANUFACTURER AWARDS

Best Small Car

2018 winner: Ford Fiesta

Best Lower Medium Car

2018 winner: Volkswagen Golf

Best Upper Medium Car

2018 winner: Škoda Superb

Best Compact SUV

2018 winner: Volkswagen T-Roc

Best Mid-size SUV

2018 winner: Škoda Karoq

Best People Carrier

2018 winner: Ford S-Max

Best Compact Premium Car

2018 winner: Audi A3

Best Premium Car

2018 winner: Audi A4

Best Executive Car

2018 winner: BMW 5 Series

Best Zero Emission Car

2018 winner: BMW i3

Green Fleet Manufacturer

2018 winner: Toyota (GB)

Most Improved Fleet Manufacturer

2018 winner: Seat UK

SUPPLIER AWARDS

Leasing Company – up to 20,000 vehicles

2018 winner: Marshall Leasing

Leasing Company – more than 20,000 vehicles

2018 winner: Alphabet (GB)

Rental Company of the Year

2018 winner: Enterprise Rent-A-Car
Sponsored by Interactive Fleet Management

Customer Service Award

2018 winner: FMG

Fleet Dealer of the Year

2018 winner: TrustFord

HEADLINE AWARDS

Fleet Manager of the Year

2018 winner: Julie Madoui

Fleet Supplier of the year

2018 winner: The AA
Sponsored by Hyundai Motor UK

New Company Car of the Year

2018 winner: BMW 5 Series
Sponsored by Halfords Autocentres

Fleet Manufacturer of the Year

2018 winner: Mercedes-Benz Cars UK
Sponsored by KeeResources

Fleet Champion of the Year – NEW FOR 2018

Fleet News Hall of Fame

2018 winners: Phil Clifford/
Maurice Elford

ENTER ONLINE

Entries for the 2018 Fleet News Awards should be submitted via our dedicated website.

Go to awards.fleetnews.com and click on the link at the top of the page 'Awards categories and entry process' to learn more about the entries and start your journey to the awards.

Register by providing some basic information about yourself and your company as well as choosing a password. You can then start your entries.

Each time you select an awards category you will be given the entry criteria and what the judges are looking for.

When writing your submission pay close attention to the word count. Also note, in order to be fair to all entrants, attachments can no longer be submitted as part of any entry.

Please ensure you save your entry. It will be saved in a 'My Awards' area that you can return to at any time before submitting your entry to *Fleet News* ahead of the deadline – Friday, November 16. You have two months to enter.

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The Government has announced approved fuel rates for pure electric vehicles, but...

WHAT ABOUT PHEVS?

The continuing absence of AFRs for plug-in hybrids creates uncertainty and could cost fleets money. *Andrew Ryan* reports

HMRC removed one obstacle to increased fleet uptake of ultra-low emission vehicles (ULEVs) when it announced the latest advisory fuel rates (AFRs) – but left another area untouched. For although it introduced a business mileage reimbursement figure for pure electric vehicles of four pence per mile (*Fleet News*, August 23), no AFR was set for plug-in electric hybrids (PHEVs). Instead, HMRC continues to say that PHEVs should be treated as the equivalent petrol or diesel vehicle for mileage reimbursement purposes – advice that was originally given before PHEV technology was available. This means drivers would be reimbursed far in excess of the true cost of doing the business mileage: a factor which is widely believed to deter fleets from adopting the technology. It also means that drivers have less incentive to charge up their vehicles. HMRC remains unmoved despite lobbying by fleet operator association ACFO, which outlined its own AFR proposals a year ago (fleetnews.co.uk/plug-in-afrs).

SO WHAT SHOULD FLEETS DO?

Jeff Whitcombe, director of BCF Wessex, says: “My gut reaction with PHEVs is that it might cost a business a few pence per mile more, but it is simpler to pay the AFR. “If you didn’t do that you are in the realms of ‘well, let’s look at each employee for each car, the miles they drive on electricity, the cost of electricity, the cost of petrol etc.’, and you are going to drive yourself nuts doing that.” However, other experts argue that as well as reducing the cost of business mileage, paying a lower rate will encourage drivers to charge their car more frequently, therefore making

significant savings on the amount of fuel used as well as reducing real-world vehicle emissions. “Businesses that use existing AFRs for PHEVs typically incur a greater fuel cost for essentially more fuel-efficient ULEVs, especially when diesel vehicles are replaced by plug-ins and then petrol AFRs applied,” says Chris Chandler, principal consultant at Lex Autolease. “This also negatively impacts on ULEV driver behaviour. From the perspective of a driver with a plug-in hybrid vehicle using the same AFR as drivers of traditionally-fuelled vehicles, where is the incentive to charge up instead of fuelling up? They will be reimbursed in full either way. “If a composite AFR was set specifically for plug-in hybrids at a lower rate, commensurate with the vehicle’s pure EV range and typical fuel consumption, it would provide a fairer reimbursement system and would encourage drivers to plug-in and charge the vehicle rather than refuelling. “It would also discourage high-mileage motorway users from taking PHEVs, which are typically less fuel efficient than diesels in these driving conditions.” *Fleet News* calculations (see panel below, right) show that using a blend of the advisory electricity rate (AER) and AFR could cut mileage reimbursement by more than £4 over a 50-mile journey. Sarah Gray, fleet consultant for ALD Automotive, adds that a method of ‘at cost’ reimbursement can drive the right behaviours. For example, if employees pay back their private mileage based on total fuel spend, then it is in their interest to buy petrol at the cheapest rate possible and charge their PHEVs often to get the best fuel economy. Some fleets, such as Galliford Try (see panel overleaf), already reimburse their PHEV drivers at lower-than-AFR to encourage drivers to charge their batteries.



COMBINING AER AND AFR MAY PROVIDE THE SOLUTION

One possible alternative to reimbursing PHEV drivers the AFR for the equivalent petrol or diesel model for their business mileage is to calculate a composite reimbursement rate by using both the AER and the AFR. For example, if a company car driver has a PHEV with an official battery-only range of 30 miles, then that driver could be reimbursed the AER of 4ppm for the first 30 miles of any journey, and then the AFR after that. The table on the facing page gives examples of how this may work. This formula could be adjusted to cater for plug-in

hybrids with different electric ranges and engine capacities. Chris Chandler, principal consultant at Lex Autolease, says it is essential to demonstrate robust working and secure approval from HMRC before the implementation of any composite rates. He adds: “A definitive solution is needed, but in the meantime our advice to customers is to put an interim rate in place for different fuel types to help a company realise the full environmental and cost benefits of plug-in vehicles.”

Trip distance	Electric miles	Petrol miles	AER reimbursement (£)	AFR reimbursement (£)	Total reimbursement (£)	If only equivalent AFR is used (£)	Saving through using composite rate (£)
Toyota Prius Plug-in hybrid (electric range 39 miles)							
25	25	0	1	0	1	3.75	2.75
50	39	11	1.56	1.65	3.21	7.5	4.29
100	39	61	1.56	9.15	10.71	15	4.29
Volvo S90 T8 Inscription Pro Auto (electric range 28 miles)							
25	25	0	1	0	1	3.75	2.75
50	28	22	1.12	3.3	4.42	7.5	3.08
100	28	72	1.12	10.8	11.98	15	3.08

Source: *Fleet News*

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INSIGHT: PHEV REIMBURSEMENT



Companies can also take other steps to encourage charging. It is important for drivers of PHEVs to have a home charger in order to achieve the best possible fuel efficiency, says Paul Gambrell, transport consultant at Energy Saving Trust. "In our view, a plug-in hybrid should not be given to a driver if they haven't got the opportunity to charge it at home, because it is all too easy to drive it around and never charge the battery which can actually be worse than giving them a petrol or diesel car," he says.

Ensuring PHEV drivers have home chargers is a practice already adopted by many large organisations, such as Balfour Beatty and Britvic.

"It is also important to introduce a clear policy and encourage drivers to change their habits," says Gray.

"For the vast majority of drivers, the vehicle can be charged overnight at home, which is actually more convenient than having to stop and fill up with fuel en route. It should be an easy habit to adopt.

"By combining the use of telematics with an analysis of fuel spend, it is relatively simple to identify any employees that are not regularly charging their cars.

"Employees should be made aware that all company car costs are regularly analysed in order to avoid unnecessary spend, including the regular charging of vehicles."

"A plug-in hybrid should not be given to a driver if they haven't got the opportunity to charge it at home"

Paul Gambrell,
Energy Saving Trust

CURRENT ADVISORY FUEL RATES

Engine size	Petrol (ppm)	LPG (ppm)
1400cc or less	12	7
1401-2000cc	15	9
Over 2000cc	22	14
Engine size	Diesel (ppm)	
1600cc or less	10	
1601-2000cc	12	
Over 2000cc	13	

Hybrid cars are treated at either petrol or diesel cars for this purpose

TAX IMPLICATIONS

If and how a driver is reimbursed for the electricity used to charge an EV has tax implications for an employer and employee, said Whitcombe.

Under the draft Finance Bill 2018-2019, an employer can provide free electricity at the workplace to an employee – for business or private use – with no tax implications.

However, if an employee charges either at home or at a public charge point – wherever it is situated – and is then reimbursed that amount by their employer, then that amount counts as earnings which means it must be added to that employee's other earnings.

The employer must also then deduct and pay PAYE tax and Class 1 National Insurance through payroll.

Whitcombe says that if the driver of a pure EV charges at work for free and uses that electricity for business mileage, then they should not make a claim for reimbursement.

However, it could be difficult for a fleet decision-maker to determine if this is the case or if they had paid for the electricity themselves.

CASE STUDY: GALLIFORD TRY

Galliford Try provides free workplace charging and a reduced mileage reimbursement rate to encourage its plug-in hybrid electric vehicle (PHEV) drivers to charge their cars.

The construction business, which has been named as a Go Ultra Low Company in recognition of its commitment to operating ultra-low emission vehicles, currently operates around 150 PHEVs: 7.5% of its total car fleet.

Drivers of diesel cars have a

fuel card but pay for any private miles. PHEV drivers do not have a fuel card, but claim back business mileage at about 20% below the fixed pence per mile advisory fuel rate.

"Because we supply free workplace charging to PHEV drivers, we give them a reduced mileage rate – about 20% less than the AFRs," says Galliford Try fleet manager Alan Baker.

"Drivers realise that if they don't plug-in they are going to be out of pocket."

The company has installed charge points at 10 of its sites, and it has introduced an online booking system to make it easier for drivers to use them.

"We have a diary for each charge point so people can log into the system and book a slot when that charge point is available," says Baker.

"This has also helped increase the charging because people know that, although there may be a vehicle using a charge point at that time, in half-an-hour it will be available.

"We try to get people to book for a three-hour slot, which is generally OK for a top up."

Galliford Try also has around 125 hybrids and, for these, it follows HMRC guidance that they should be treated as either petrol or diesel cars for reimbursement purposes.



Alan Baker encourages drivers to charge up

At Swinton Business we recognise the importance of getting the cover right first time. That's why we take the time to visit your business and gain a complete understanding of your risks.

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P R E V I E W

GUARANTEED LEARNING AT THE UK'S TOP FLEET SHOW

Fleet Live is *the* event for sharing best practice and tapping into the knowledge and experience of fleet veterans

Fleet Live, the UK's largest fleet event of its kind, will open its doors to fleet decision-makers on October 9 at the Birmingham NEC.

More than 2,000 visitors are expected to attend the two-day event, which features more than 120 exhibitors and 25 speakers.

With a raft of difficult challenges approaching, Fleet Live gives fleet decision-makers the chance to speak to experts and peers about how they are preparing for the future.

Whatever a fleet decision-maker's level of experience, the annual event sets out to share best practice across all areas of the sector, giving access to operators at the sharp end of

management at some of the UK's leading fleets.

A wave of new legislation and regulation is hurtling towards the fleet sector, some of it vehicle-specific, some more general, but all demanding compliance.

At times of dramatic change, the opportunity to hear from experts and discuss issues with colleagues facing similar challenges is priceless.

The event gives decision-makers of all levels of experience a chance to listen, learn and share their thoughts and actions on the topics influencing the fleet sector in five distinct theatres.

Tailored for executives from a fleet, purchasing and



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EXHIBITORS



25

SPEAKERS





16

SEMINARS

finance background, Fleet Live will deliver insight and advice on how to run an effective, efficient fleet.

Spending a day or two at Fleet Live could lay the foundations for a new approach to fleet management.

Visitors can assess exhibitors and identify those with the potential to become a supplier.

Three leading organisations have given their full support to Fleet Live, underpinning its position as the UK's biggest, most important and most influential fleet exhibition and conference.

The Chartered Institute of Procurement and Supply (CIPS), Greater Birmingham Chambers of Commerce (GBCC) and business magazine *Fleet Europe* have signed joint working agreements to promote Fleet Live to their members and readers, while also contributing their knowledge and expertise to the event.

Fleet Live will reflect the changing role of the fleet decision-maker as the issue of business mobility starts to take priority.

Forward-thinking fleets no longer see the vehicle as the default option for every journey. Instead, new technology will allow employees to assess the optimum mode, or modes, of transport for each trip, assessing convenience, journey times, costs and traffic conditions.

"The drop-in advice centre at Fleet Live is the perfect place to ask experienced fleet managers how they would deal with the fleet issues you are facing"

In the new Future Zone at Fleet Live, exhibitors and speakers will showcase their mobility services and present a vision for the future of mobility.

Elsewhere, experts will be on hand to advise Fleet Live delegates on the wide range of issues facing fleet operators. The introduction of WLTP emissions testing and clean air zones, as well as the diesel versus petrol versus alternatively fuelled vehicle debate are high on the agenda.

The introduction of clean air zones (CAZs) in certain cities in the UK will debut in 2020 (2019 in London). With some councils considering a

charge of up to £100 per day on any non-compliant vehicle entering a CAZ, companies need to adapt their purchasing decisions on new vehicles and find solutions for their legacy fleets.

With this in mind, the route to a zero emission future will be put in the spotlight at Fleet Live.

Two of Britain's largest light commercial vehicle (LCV) fleets – Royal Mail and Anglian Water – will be displaying their new electric vans at the show.

As the pressure on diesel emissions mounts, delegates to Fleet Live will have the chance to hear how both of these progressive and environmentally-aware fleets are implementing electric vans.

Fleet operators in the process of evaluating zero emission vehicles will be able to attend a seminar by Matthew Eastwood, head of transport at Energy Saving Trust, about the practical advice and financial support available to help the transition to battery propulsion.

Eastwood will address the impact of the WLTP vehicle emission testing regime, tackle the alleged 'death of diesel', and discuss case studies of fleet operators who are benefiting from adopting zero emission vehicles.

Procurement will be among the subjects presented in the Discover Fleet Theatre,

providing fleet decision-makers with the necessary skills to negotiate the best possible terms, and the principle measures to ensure suppliers deliver what they have promised.

Fleet Live offers a valuable opportunity for fleet managers to break down internal company barriers by inviting procurement colleagues along and introducing them to the technical intricacies of vehicle management and the issues facing the fleet sector.

Many of the UK's largest leasing companies will be exhibiting. These include the top five firms in the FN50 – Lex Autolease, LeasePlan, Volkswagen Financial Services, Arval and Alphabet – whose combined fleet exceeds a million company vehicles.

In addition, other key players in leasing, including Agility, Daimler Fleet Management, Free2Move Lease, Hitachi Capital Vehicle Solutions, TCH Leasing, Venson and Zenith will be there to offer advice.

The drop-in advice centre at Fleet Live is the perfect place to ask experienced fleet managers how they would deal with the fleet issues you are facing, including how to improve the safety of your vehicles and drivers.

Companies seeking to improve the safety record of their fleet can also meet potential

suppliers in all areas of accident and risk management.

Seminars on improving fleet safety and remaining compliant will be taking place on both days of the show.

Several manufacturers will be exhibiting at the event including BMW, Jaguar, Toyota and Lexus, Honda, Ford, Land Rover and Volvo.

The latest models will be on display, including the new all-electric Jaguar i-Pace, with product experts on hand to talk delegates through the most recent innovations in powertrain, technology and safety.

Visitors will also be able to network with key manufacturer contacts at the event.

NEW TECHNOLOGY IMPACT

New technology is having a radical impact on fleet management services, with connected vehicles delivering valuable information second-by-second to fleet operators, while drivers increasingly depend on apps to access fleet services.

Telematics services that were once used simply to locate vehicles, and more recently to track how they are being driven, are now

accessing data directly from engine management systems.

In the Technology Hub, visitors can learn more about how the latest systems can monitor odometer readings, but are also facilitating the early identification of faults, reducing the risk of breakdowns and allowing for scheduled maintenance appointments.

Specialist fleet management companies are at the vanguard of these developments, helping fleet managers to make sense of the torrent of data heading their way, often from different and incompatible sources.

By managing supply chains, pre-approving work and auditing invoices, fleet management companies can help fleets maximise vehicle uptime and minimise the cost of service, maintenance and repair, while ensuring all vehicles comply with all relevant regulations.

Several of the UK's leading fleet management experts will be at Fleet Live, including Fleet Operations, Interactive Fleet Management and VMS, while the management of cars, vans and trucks has become a core competency of a number of leasing companies.

Fleet Live is free-to-attend at the Birmingham NEC on October 9-10. Visit www.fleetlive.co.uk to reserve your place now.



8



CAR BRANDS



MEET

2,000+

VISITORS




FLEET STRATEGY SEMINARS

SESSIONS AND SPEAKERS OVERVIEW

DAY 1

11:00-12:00

WLTP and implications of the new emissions testing regime

Speakers:

■ Manufacturer panel to include Peter McDonald, Seat, and Steve Beattie, Volvo

How will the new WLTP real world emissions testing system impact on fleets, company car choice lists and benefit-in-kind tax? With CO₂ levels likely to rise by as much as 20% for some models, what are the implications for your vehicle buying decisions?

Sponsored by **HITACHI**
Inspire the Next

11:00-12:00

Road map for autonomous vehicles



Speakers:

■ Nathan Marsh, director – Intelligent Mobility Transportation, Atkins Global (pictured)
■ Robert Garbett, chief executive Drone Major Group

How soon will self-driving cars, vans and trucks be on our roads? How will they change and challenge current fleet operations? And how should fleets prepare for truck platooning and self-driving cars?

14:00-15:00

Navigate the roadway to a zero emission fleet



Speakers:

■ Matthew Eastwood, head of transport, Energy Saving Trust (pictured)
■ Manufacturer panel to include Steve Beattie, Volvo, and Neil Broad, Toyota/Lexus

Discover the practical advice and financial support available to help fleets transition to a zero emission future. Gain an insight into the WLTP vehicle emission testing regime, address the alleged 'death of diesel', and pick up tips from fleet operators further down the line of operating zero emission vehicles.

14:00-15:00

Maximise the potential for a safer fleet



Speakers:

■ Andy Price, managing director, Fleet Safety Management (pictured)
■ Mike Bristow, Brake

Earn maximum returns on every penny invested in fleet safety by attending this session.

Discover the importance of building a culture of fleet safety before investing in specific risk management initiatives. Plus, find out how to build a business case for safety, by exploring the consequences of failing to honour duty of care responsibilities.

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EXPERT GUIDANCE ON FUTURE PLANNING

From autonomous vehicles to fleet safety, the growth of MaaS to zero emissions strategies... speakers will offer insights on the challenges

Planning for the future isn't always easy, given the day-to-day demands placed on a fleet decision-maker and the pace of change in the industry.

At Fleet Live, experts from across fleet will impart crucial knowledge and real-world experiences to help delegates understand how to plan for the future.

Fleets need to be ready to deal with the upcoming challenges posed by autonomous vehicles, changing emissions legislation and electrification.

As the pressure on diesel emissions mounts, visitors to Fleet Live will have the chance to hear how one of Britain's most progressive and environmentally-aware fleets is evaluating the use of electric vans.

Anglian Water is about to engage in a trial after using insight from

telematics data to access mileage patterns and identify vehicles that could operate within the range of battery power.

"Analysing that information has allowed me to dispel any hearsay about how far people travel," said Anglian Water head of fleet services Stewart Lightbody. "I can now see on a daily basis what work travel in our commercial vehicles looks like."

Lightbody will speak at Fleet Live about the data he has gathered and the processes he has undertaken to prepare for a trial of electric vans, and, if deliveries go to plan, about the company's initial experiences of running zero-emission vans.

He will be joined for the presentation by Duncan Webb, commercial director of Royal Mail Fleet, to discuss its £1.6 million investment in 100 fully-electric Peugeot Partner L2 vans for deliveries.

The postal service expects each

electric van to save an average of 1,350 litres of diesel annually, equating to a reduction in CO₂ emissions of 3,525kg and a fuel cost saving of up to £1,200.

Additional savings of up to £3,500 will be available for any electric vans operating inside London's Congestion Charge zone.

Vehicles account for 68% of the Royal Mail's CO₂ emissions, and the company is extending its interest in electric vehicles from the small Peugeot delivery vans to a test fleet of nine heavy payload EVs made by new commercial vehicle manufacturer, Arrival.

The company will exhibit the 7.5-tonne battery-powered truck at Fleet Live.

Moreover, fleet operators who are in the process of evaluating zero emission vehicles will be able to attend a seminar by Matthew Eastwood, head of transport at Energy Saving Trust, about the practical advice and financial support available to help the transition to battery propulsion.

Alternatives to the traditional company car will also be at the heart of discussions at Fleet Live.

Christoph Domke, a director in KPMG's Global Strategy Group, will talk about how can fleets can future-proof their vehicle and operation decisions to achieve maximum benefits from connected and self-driving vehicles.

He considers mobility to be a new industry, with the power and momentum to shake-up personal, fleet and freight transport in the same way mobile phones transformed personal communication, and Netflix and Spotify changed popular consumption of entertainment.

His session will also explore how Mobility as a Service (MaaS) products could disrupt the offer of a

traditional company car.

Further analysis of MaaS solutions will be presented by Piia Karjalainen, senior manager, MaaS Alliance.

She will discuss ride-hailing services like Uber, e-bike hire and car pooling as alternatives to private car travel.

The introduction of self-driving cars, vans and trucks will be explored by Nathan Marsh, director – Intelligent Mobility Transportation, Atkins Global and Robert Garbett, chief executive Drone Major Group.

They will outline how soon autonomous vehicles will be on our roads, how they will change and challenge current fleet operations and how fleets should prepare for developments such as truck platooning and self-driving cars.

WLTP will be discussed by manufacturer representatives Peter McDonald from Seat and Steve Beattie from Volvo.

The session will explore the impact of the new WLTP real world emissions testing system on fleets, company car choice lists and benefit-in-kind tax.

Fleet safety will be addressed by Andy Price, managing director of Fleet Safety Management, and Mike Bristow from Brake.

They will tell delegates how to get maximum returns on every penny invested in fleet safety, including the importance of building a culture of safety and how to achieve it before investing in any specific risk management initiatives.

"A comprehensive risk management strategy demands effective safe driving policies that dovetail with operational practices, to ensure that employees are working in an environment in which they can, should they choose to do so, drive safely," says Price.

SESSIONS AND SPEAKERS OVERVIEW

DAY 2

10:30-11:30

Moving people and goods in an urban environment: a fleet outlook

Speaker:

■ Lilli Matson, Director of Transport Strategy, TfL

As London and other cities move towards zero emission travel, the way fleets move people and goods around will fundamentally change. Transport for London will outline its transport strategy, including air quality plans, congestion plans and safety plans. Its approach is being keenly watched by other metropolitan areas who are facing their own challenges on congestion and air quality.

This must-attend session will enable fleets to plan their strategies to comply with future legislation that could be introduced UK-wide.

10:30-11:30

Business mobility and the changing role of fleets



Speakers:

■ Piia Karjalainen, MaaS Alliance
■ Lukas Neckermann, Neckermann Strategic Advisers

The concept of one car, one driver is under threat as smart new transport schemes enable travellers to identify and select the most appropriate, convenient and cost-effective mode of transport for each journey. Mobility as a Service lets travellers synchronise public transport with ride-hailing, car-sharing, bike hire, taxis and car hire all within a single trip, and to pay for the journey with a single payment.

Sponsored by **Alphabet**

14:00-15:00

How fleets are pursuing a zero emission strategy to meet air quality requirements



Speakers:

■ Stewart Lightbody, head of fleet services, Anglian Water
■ Duncan Webb, commercial director, Royal Mail

It is vital for fleet decision-makers to plan for zero-emission motoring. With manufacturers committed to the roll-out of new technology and the authorities incentivising change, how are fleet operators responding and what challenges do they face? Are the vehicles available? Is the infrastructure ready? Is the local grid ready? This session looks at what fleets are doing to prepare for the requirements of cities' urban transport strategies.

Sponsored by **e-on Drive**

14:00-15:00

Seize the opportunities of connected and autonomous vehicles



Speaker:

■ Christoph Domke, director, KPMG Mobility 2030

How can fleets future-proof their vehicle and operation decisions to achieve maximum benefits from connected and self-driving vehicles? What functionality should be specified for fleet management software systems? Where is the optimum location for new depots and warehouses? How might MaaS products disrupt?



FLEET OPERATIONS SEMINARS

SESSIONS AND SPEAKERS OVERVIEW

DAY 1

11:00-11:45

Plan for new commercial vehicle legislation



Speakers:

■ Rebecca Kite, FTA

This session will round up all of the legal changes coming in the next 12 months – including road worthiness, Direct Vision Standards, EC Mobility Package, clean air zones – and assess how they will affect van and truck operators and the strategies they need to have in place to ensure they are compliant.

Sponsored by



11:00-11:45

How to transform the safety of your fleet



Speakers:

■ Simon Turner, Driving for Better Business (left)

■ Rory Morgan, head of logistics support, Iron Mountain

Cutting down on collisions, reducing costs – this session will review fleet best practice for cutting accidents and the financial benefits of taking action. With Iron Mountain as a key case study, it will consider the benefits of new approaches, including dash-cams, tracking and other monitoring systems, along with the more basic approaches needed to create a safer and more efficient fleet.

Sponsored by



14:00-15:00

GDPR and its implications for fleet



Speaker:

■ Christine Jackson, partner, Wright Hassall

Fleets gather and hold huge amounts of personal data on their drivers, both employees and agency staff. But what information is legal to gather, how should drivers be informed, how must the data be stored and how long can it be kept? Understand the legal implications of the new General Data Protection Regulation (GDPR) with the guidance of lawyer Christine Jackson.

14:00-15:00

Get to grips with the DVSA's new Earned Recognition scheme



Speaker:

■ Richard Hennessey, operations director, DVSA

There are huge advantages open to commercial fleets that subscribe to the DVSA's new Earned Recognition scheme. Learn how you could benefit and how to comply from one of the principal architects of the scheme.

Sponsored by



EXPERIENCED CAMPAIGNERS ADDRESS THE CHALLENGES

Decision-makers are facing a period of unprecedented change. Key sessions will examine how to stay in control

Cost reductions, stepping up safety and staying compliant will be at the forefront of the seminars in the Fleet Operations Theatre at Fleet Live.

Speakers with substantial fleet industry experience will present on key issues fleets are facing.

Caroline Sandall, vice-chair of fleet operator association ACFO and former fleet manager at Barclays Bank, will present supply chain management with ACFO director and Bauer Media fleet, risk and facilities manager Debbie Floyde. Their session will include how to set key performance indicators (KPIs) and establish service level agreements (SLAs) to ensure fleets achieve optimum value from their supplier partnerships.

"As a general rule, fleets are a little weak on ensuring suppliers are complying with their contract so they get the services agreed at the start," said Sandall.

"It requires effective measurements through SLAs, monitoring them over time to make sure a supplier is meeting its contractual obligations."

With meaningful, accurate measures in place, fleet decision-makers can more easily identify when and why agreements occasionally go wrong. But, the session will outline that it requires a strong, clear contract from the outset to establish service levels.

The issue of 'rental creep' will also be addressed, where leasing rental costs gradually rise over time for no apparent reason, as a classic example of where tight procurement procedures can pay dividends.

"It involves effectively managing your supplier so that, whenever pricing does change, it changes for the right reasons," said Sandall.

Rather than instigate scores of service level agreements, Sandall advocates fairly simple SLAs that suppliers need to monitor and measure to show they are upholding their side of the agreement.

Soaring pump prices are putting pressure on fleet operators to reduce fuel spend.

External factors have introduced significant inflation to fuel prices, threatening to undermine fleet budgets and with little sign of a reprieve on the horizon.

"Most businesses budget for fuel based on last year's spend plus 2% or 3%," said Paul Hollick, chair of ICFM and managing director of TMC (The Miles Consultancy).

"So, as soon as the pump prices rise, a lot of fleet managers will be over their fuel budgets, which means they will be under pressure from their finance teams."

Hollick will present 'Monitoring and Reducing Fuel Spend: Quick Wins' at Fleet Live.

He will argue that better, smarter policies can bring expenditure into line without impacting on a company's business.

Overall savings of more than 15% can typically be made through a combination of encouraging drivers to refuel at cheaper filling stations, more accurate reimbursement of business miles and combatting fraud.

Eliminating refuelling at motorway services, for example, can save an average of 10p/litre, according to Hollick, while reliable recording of business miles can significantly reduce reimbursement payments.

"We have seen one prospect that had a private mileage reimbursement rate of only 6%. So they were effectively saying that 94% of all fuel used was for business trips. If they are company cars, that is not possible. The norm, you would expect is 50:50," said Hollick.

Two seminars in the Fleet Operations Theatre will address fleet safety. The first will be presented by the Freight Transport Association (FTA), outlining the importance of pre-use defect checks.

Simon Turner from Driving for Better Business and Rory Morgan, head of logistics support at Iron Mountain, will present the second session: 'How to Transform the Safety of your Fleet'.

Morgan has overseen a revolution in fleet safety at Iron Mountain in the past decade, building a culture that has dramatically reduced accident figures and delivered huge savings in repair and insurance costs.

The fleet's vehicle incident numbers have tumbled by nearly 87%, its own damage and third party costs have declined by about 78%, maintenance costs have fallen 30%, while safer driving styles have delivered a 7% improvement in fuel savings.

Forensic analysis of vehicle telematics data has helped the company

identify higher risk behaviours and target training where it is most needed.

Morgan is keen to share his experiences with other fleets considering making telematics investment. His knowledge can ensure others make the right choices.

"Road safety is not exclusive," he said.

A key challenge for businesses this year was the introduction of the General Data Protection Regulation (GDPR).

GDPR remains a serious consideration for departments such as fleet, which hold significant volumes of personal data about employees.

"The regulation requires businesses to tell individuals a lot more about what they do with their data, the reasons they hold it, the justifications for holding that information, and that is all part of the transparency principle to the GDPR," said solicitor Christine Jackson, partner at Wright Hassall.

She will cover the key questions on how GDPR will fundamentally change the way fleets interact with their drivers around data consent, usage and storage during her seminar at Fleet Live.

Further insight on compliance will be delivered by Richard Hennessey, operations director at the DVSA. He will discuss the advantages of joining the DVSA's Earned Recognition Scheme, which launched in April.

In addition, Nick Denton, traffic commissioner, West Midlands, will discuss his department's current focus on licensing and advise delegates how to ensure their fleet stays on the right side of compliance issues.

SESSIONS AND SPEAKERS OVERVIEW

DAY 2

10:30-11:30

Licensing issues and commercial vehicle compliance



Speaker:

■ Nick Denton, traffic commissioner, West Midlands

The UK's eight traffic commissioners are responsible for the licensing and regulation of operators of heavy goods vehicles, buses and coaches, and the registration of local bus services. Hear from Nick Denton about his department's current focus in licensing and how to ensure your fleet stays on the right side of compliance issues.

Sponsored by



10:30-11:30

Fleet procurement best practice and how to manage supply chains



Speakers:

■ Caroline Sandall, ACFO (left)

■ Debbie Floyde, Bauer Media

How to set key performance indicators and service level agreements to ensure you get maximum value from your partnerships. This session will look at the issues fleets need to consider during the procurement process, including tendering, supplier engagement and in-life contract monitoring, to ensure that vehicles and services are the best fit for a company's fleet.

The session will also include how to engage internal stakeholders, such as senior management, line managers and drivers.

Sponsored by



14:00-14:45

How to control and cut your fleet fuel expenditure



Speaker:

■ Paul Hollick, chair, ICFM, and managing director of TMC

With fuel accounting for the highest area of daily fleet expenditure, gain an insight into where cost 'leakage' may be occurring in your fleet and discover the tools and techniques to minimise your fleet's fuel spend.

14:00-14:45

Defect reporting – essential for a safer fleet



Speaker:

■ Mark Cartwright, FTA

Smartphone apps are helping fleet operators to ensure their drivers carry out full defect checks prior to taking a van or truck out on to the road. This session will look at the various devices available and how they integrate into your systems. It will also provide advice on the checks that your drivers should be carrying out and how you can better engage them to ensure their buy-in to the process.

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FUTURE ZONE @FLEET LIVE

The pursuit of cleaner air, advances in technology and new mobility services are the subjects of the three key hubs within Fleet Live's Future Zone.

The rapidly developing world of mobility solutions will have a central role at Fleet Live.

Forward-thinking fleet operators and suppliers no longer see the vehicle as the default option for every journey.

Instead, new technology will allow employees to assess the optimum mode, or modes, of transport for each trip, assessing convenience, journey times, costs and traffic conditions.

New apps will identify which mode of transport makes sense for commuting, visiting clients or making private journeys.

The car is still in the mix, but autonomous vehicles threaten to cut the umbilical link between driver and traditional car ownership, paving the way for more efficient, cost-effective 'user-ship' travel.

The Fleet Live Future Zone will showcase the latest technological advances set to change the face of fleet and how you can adopt them.

It will cover mobility, connectivity, the role of autonomous vehicles (including ADAS) and low and zero emissions – in three unique hubs.

DROP IN ADVICE CENTRE



The drop-in advice centre at Fleet Live is the perfect place to ask experienced fleet managers how they would deal with the issues you are facing with your fleet, including how to improve the safety of your vehicles and drivers.

"Last year, the first person who came in on day one to the Advisory Board area – a sort of drop-in centre – was an HR manager. The month before he'd been given a fleet of 300 cars to control..."

This first visitor encapsulated precisely

why Fleet Live's Advisory Board had been so keen to incorporate an advice centre at the event, recalls Rory Morgan, head of logistics support – Western Europe, Iron Mountain.

As a member of the Advisory Board, Morgan and his colleagues had been aware of how fleet responsibilities no longer necessarily rest with dedicated fleet managers, but are now carried by a wide variety of job functions, including HR and procurement.



The Low and Zero Emission Hub
As major UK cities move towards zero-emission travel, the way fleets operate will fundamentally change.

This hub will showcase the options available to meet Clean Air Zones (CAZs) being introduced in cities across the country.



The Technology Hub

Dedicated to organisations seeking to adopt new technologies around connectivity, safety, data and security. As fleets become more innovative in reducing collisions and improving duty of care, the connected vehicle will have a lasting impact on the sector.



The Mobility Zone

Designed for companies looking to incorporate their fleet and travel into wider-ranging business travel options. The zone will feature new mobility services like car pooling and ride hailing and how to shift from total cost of ownership to total cost of mobility.

**VOLKSWAGEN
FINANCIAL SERVICES**
THE KEY TO MOBILITY



So, what keeps you awake at night?

Is BiK bothering you in the bedroom? Is liability sticking to you like a limpet? Or is the grey fleet ghost haunting you?

If the night-time is bringing on the troublesome terrors and you desperately need some peace of mind (and sleep) talk to Volkswagen Financial Services | Fleet. We're at **Fleet Live, stand B4, October 9th - 10th 2018**, or if you have a monstrously urgent fleet issue, simply get in touch.

Volkswagen Financial Services | Fleet. Sweet dreams.

www.vwfsfleet.co.uk/sweetdreams/fn



DISCOVER FLEET THEATRE

BRIDGING THE GAPS IN FLEET KNOWLEDGE

Whether new to fleet or a seasoned veteran, there will be plenty to learn in sessions at the Discover Fleet Theatre

Fleet responsibility is changing. It doesn't always fall in the hands of a dedicated fleet manager and by the same token, some fleet managers are taking on extra responsibility that would often be handled elsewhere in a business.

The Discover Fleet Theatre aims to bridge those gaps, providing insight to newcomers to fleet, while broadening the skills of existing fleet managers by keeping them in the loop with the latest methodologies.

Procurement has become a vital skill required by fleet decision-makers and this year the Chartered Institute of Procurement and Supply (CIPS) will be a key partner of Fleet Live, and the Discover Fleet theatre will feature sessions dedicated to buying.

Each day will feature a seminar session looking at the future for fleet procurement, with speakers to include Red Bull procurement manager David Oliver and CIPS representatives. The seminars will explore fleet procurement and supply chain best practice, including tender procedures, contract negotiations and the monitoring of service delivery.

Also partnering with Fleet Live is the Chartered Institute of Personnel and Development (CIPD), to look at the value of a company car from a HR perspective.

Charles Cotton, performance and reward adviser at the CIPD, believes there is a place for company cars within a flexible benefits package, but argues that businesses should not offer the keys to a company car simply because they have always done so.

He says employers should consider why they provide benefits and look closely at how to get maximum value from their benefit spend.

"Behavioural science has found that people find it easier to value tangible assets, like a company car, more than an intangible product like

a pension," he said. "But a company car is going to be of value to employees dependent on their individual circumstances."

Tax is a major issue for anyone working in the fleet sector. At Fleet Live, tax experts Jeff Whitcombe, director at BCF Wessex Consultants, and Clare Clifford, director and tax partner at Baldwins, will tell delegates how to run a tax-efficient fleet for both business and driver.

The pair will examine the savings available to fleets prepared to move drivers from company cars to funding solutions based on cash allowances.

"The annual ratcheting up of benefit-in-kind tax has dramatically improved the financial efficiency of personal contract hire (PCH) and employee car ownership (ECO) schemes," said Whitcombe.

He added that the majority of BCF's current work is advising fleet clients looking to move from a standard lease or outright purchase arrangement to a PCH or ECO scheme.

"HMRC has made company cars expensive and this is a natural reaction," said Whitcombe.

While emphasising that each fleet and driver has unique circumstances, he said that as a rule of thumb a company car still makes financial sense for a basic rate tax payer, while for a higher rate tax payer, a cash allowance is likely to be the better option (although choosing an ultra-low emission vehicle reverses this). The BIK savings then help fund a PCH.

Also speaking will be Jo Osborne, director of procurement at South Yorkshire Police. She will outline the best practice in procurement, from initial tender and purchase through to contract management, to ensure budgets are kept and KPIs are met.

Paul Jackson, head of impairment research at TRL will provide an expert insight into the mental health risks of driving for business, and what employers can do to protect their drivers.

SESSIONS AND SPEAKERS OVERVIEW

DAY 1

Sponsored by **Alphabet**

11:00-11:45

How to operate a tax-efficient fleet for both business and driver



Speakers:

- Jeff Whitcombe, director, BCF Wessex Consultants
- Clare Clifford, director and tax partner, Baldwins

Explore the tax and accounting issues that determine the optimum vehicle funding solution for your business. Plus, gain an insight into company car tax, how it might change with the new WLTP emissions testing system and learn about the tax-planned alternatives to the traditional company car.

12:15-13:00

The perceived value of a company car



Speaker:

- Charles Cotton, performance and reward adviser, Chartered Institute for Personnel and Development

This session will address the importance of offering a balanced benefits package to employees and assess the role and value of company cars within this, on a needs and status basis.

14:00-14:45

Driving efficiencies in fleet procurement



Speaker:

- David Oliver, procurement manager, Red Bull Company

Discover best practice in fleet procurement, from initial tender and purchase through to contract management, to ensure budgets are kept and KPIs are met.

DAY 2

Sponsored by **Alphabet**

11:00-11:45

Driving efficiencies in fleet procurement

Speaker:

- Jo Osborne, director of procurement, South Yorkshire Police

Discover best practice in fleet procurement, from initial tender and purchase through to contract management, to ensure budgets are kept and KPIs are met.

12:15-13:00

How to operate a tax-efficient fleet for both business and driver

Same as Day 1

14:00-14:45

Duty of care to the mental well-being of company drivers



Speaker:

- Dr Paul Jackson, head of impairment research, TRL (Transport Research Laboratory)

Fatigue and stress can lead to unsafe driving behaviour, staff absence, deteriorating customer service and subsequent recruitment difficulties. This session will offer an expert insight into the mental health risks of driving for business and what employers can do to protect their drivers.

Fleet Live

Exhibitor profile

Latest additions to Key2 software will be on show

Earned Recognition, GDPR, WLTP – Jaama is right on top of developments

Jaama, the provider of the UK's most innovative and popular vehicle and driver management software system, is exhibiting at this year's Fleet Live for the fourth time.

Find us
at stand
B56

On Stand B56 Jaama will showcase the latest developments made to its industry-leading, web-based Key2 software, including:

- NEW Earned Recognition Scheme module.
- NEW GDPR functionality.
- NEW WLTP functionality.
- Significant functionality enhancements to its mobile application – 'MyVehicle App'.

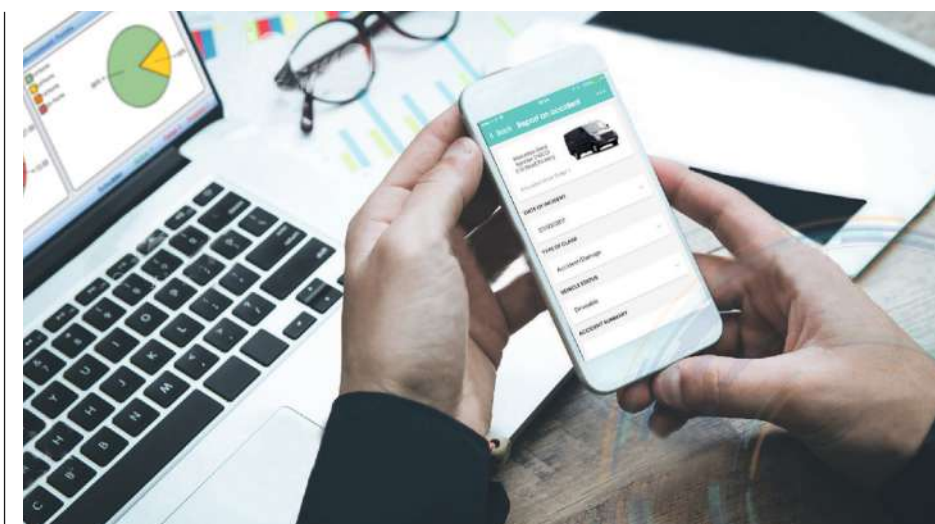
Jaama is proudly sponsoring two expert seminars at Fleet Live on 'Understanding the Benefits of Earned Recognition'.

As a validated IT supplier for the DVSA Earned Recognition Scheme, Jaama's specialists will be on hand to offer advice and answer any questions you may have.

Jaama has recently launched the Earned Recognition Scheme module, enabling commercial vehicle operators to create, store and manage compliance data as well as send defined Earned Recognition Scheme key performance indicator information to the DVSA database every four-weeks. This includes data captured from walk-around vehicle inspection checks, servicing and MOTs.

By adopting the Earned Recognition Scheme, operators are less likely to be stopped for roadside inspections which will save time and money.

Martin Evans, managing director of Jaama, said: "Jaama has developed and designed the new Key2 module to exactly replicate the requirements of the DVSA Earned Recognition Scheme.



"The information recorded in Key2 by transport managers will clearly demonstrate to the DVSA that their fleets are practising robust and timely compliance methods."

In response to the General Data Protection Regulation (GDPR) legislation introduced throughout the European Union earlier this year, the latest Key2 system enhancement provides users with the ability to 'obfuscate data' from the system – information is scrambled to prevent unauthorised access.

Jaama, which is now in its 14th year, invests more than £2 million annually in the development of its Key2 system to ensure it remains at the cutting edge of fleet and asset management technology innovation and legislatively compliant.

'MyVehicle App' – Jaama's game-changing smartphone app – provides company car and commercial vehicle drivers with vital information at their fingertips. Jaama will offer Fleet Live visitors the chance to see why 100,000 drivers already have access to this mobile tool since its launch last year.

Features of the app include:

- Information uploaded by drivers via the 'MyVehicle App' automatically updates Jaama's Key2 asset management system, which in turn 'auto triggers' processes such as service, maintenance and repair procedures.
- Drivers being able to take a photo of a 'critical' defect and attach 'off-road' status to the vehicle, which will create an 'urgent job' alert within Key2.
- The ability to log 'nil vehicle defects' which provides an audit trail of all vehicle checks irrespective of whether any defect was spotted.
- Drivers being restricted from adding a vehicle if they do not have the required licence categories to drive it.

This year Jaama will be running a host of exciting activities, including competitions, giving visitors the chance to win some impressive prizes, so head over to see Jaama on Stand B56 near the Fleet 200 lounge to see how technology can revolutionise your fleet management and help you achieve compliance, cost savings and efficiencies.

For further information visit jaama.co.uk
email enquiries@jaama.co.uk or call 0844 8484 333

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Drive business forward with the Shell Card

Diverse offering shows the card is much more than just a way to buy fuel quickly

With more than 55 years of experience, Shell continuously tailors and refines its offering to provide fuel card solutions that can help fleets remain competitive and prepare them for the future.

As the industry continues to evolve at a rapid rate, fleet managers are required to work within a new set of sophisticated parameters – bringing both challenges and opportunities.

A convergence of new technologies, services and greater connectivity is set to reshape the sector, requiring new skills as well as creating new industry players and business models.

With changes to vehicles, fuel types and technologies taking place, as many as 40% of fleet managers are struggling to stay informed and expect just staying competitive to soon become a challenge.

It is a new world and one which Shell is committed to helping customers navigate by providing services and advice to help them succeed.

The Shell fuel card offers customers access to some 3,500 Shell and third-party stations in the UK alone, providing an excellent network to make efficient refuelling or rest stops.

Drivers have a simple, cashless solution they can use to settle road costs for everything from fuel, to breakdown assistance, road tolls and even ferry



crossings. For fleet managers, the card allows remote control of their fleets, with the ability to monitor fuel spend to identify and improve areas where fuel consumption could be reduced.

Alongside its high-quality petrol and diesel offerings, Shell is committed to providing low carbon fuel options now and in the future, including electric, hydrogen, gas-to-liquid (GTL) and liquefied natural gas (LNG).

Proud to be Europe's largest full-service charging solutions provider, NewMotion, a member of the Shell Group, provides access to a network of more than 76,000 public charge points in 25 countries.

Committed to making electric driving as simple and convenient for as many people as possible, NewMotion continuously provides commercial fleets with smart electric vehicle charging services to suit any business, car or budget.

The ability to streamline administration is

also a key benefit of the card. With Shell Card Online and the mobile app, payments and invoices are consolidated, allowing managers to track all spend in one place.

As a result, managers have more control over transactions to help keep their business secure and reduce costs. With security paramount, fleet managers have the comfort of knowing the Shell Card offers sophisticated fraud prevention with a dedicated team monitoring transactions 24/7 to rapidly identify and tackle red flags, helping protect fleets from losses.

More than just a card to buy fuel, the Shell Card is supported by dedicated account managers who use their expertise and a plethora of solutions to assist fleet managers address specific challenges.

Come to visit Shell and NewMotion at Stand H70 to find out more about mobility solutions and how you could use them to optimise the efficiency of your fleet.



For more information, visit shell.co.uk/shellfuelcard



CAR MANUFACTURERS

JAGUAR

Jaguar will be showcasing two new models, the E-Pace compact SUV and the all-electric I-Pace.

The E-Pace launched earlier this year into the most competitive sector in the market.

Its youthful styling and upmarket interior make it a key rival for the Volvo XC40 and Audi Q3.

A range of petrol and diesel engines are available in the E-Pace, with CO₂ emissions from 143g/km.

The most efficient is the 2.0-litre diesel engine in the D150. It develops 150PS and can achieve more than 50mpg.

Priced from £28,930, all models feature Autonomous Emergency Braking, LED headlights and a 10-inch touchscreen infotainment system.

More powerful models and all-wheel drive are available alongside a variety of trim levels offering more luxurious or more sporty versions.

Joining the E-Pace will be the new I-Pace. It's Jaguar's first electric car and is targeted to rival models from Tesla, plus the upcoming models from Mercedes-Benz and Audi.

Fully charged, the I-Pace can cover almost 300 miles in real-world driving conditions. Its two electric motors generate



E-Pace was launched into the highly competitive compact SUV sector

400PS, meaning the I-Pace can accelerate from 0-60mph in 4.5 seconds and enjoys all-wheel drive traction.

Connecting the I-Pace to a fast charger can add up to 168 miles of range in one hour.

Prices start at £58,995 including the Government's electric car grant.

The line-up includes three models: S, SE and HSE. All versions feature Jaguar Connected Services with smartphone remote functions such as auxiliary pre-heating, LED headlights and a 360-degree parking aid.

Jaguar product experts will be on hand to guide fleet decision-makers through the rest of the range, which includes the F-Type, XE, XF and XJ with a wide range of petrol and diesel engines.

"The I-Pace will be the star. We had its public debut at CCIA where fleet managers were able to get an early drive of the car, but now it is in retailers and we are ready to sell them," said Jeff Smailes, marketing and administration manager, fleet and business sales at Jaguar Land Rover.

HONDA

Honda UK will showcase its latest vehicles including the soon-to-be-launched Civic saloon and new generation CR-V.

The CR-V has had a comprehensive ground-up design and engineering overhaul, featuring the strongest and most sophisticated chassis in the nameplate's history. It also has a new VTEC petrol engine, with a hybrid version coming to the UK next year.

The all-new four-door Civic features a revised DTEC engine and is a result of Honda's largest global development programme for a single model. Not only does it significantly reduce wholelife costs, it offers a sporty drive, combined with class-leading emissions and advanced connectivity and safety for drivers.

Demonstrating the breadth of Honda's range, some of the brand's motorcycles will be displayed on stand again this year.

The Honda team will be available to meet guests and offer advice and support to suit



The Civic Saloon will feature on Honda's stand alongside the new generation CR-V

the needs and challenges of all fleets.

Marc Samuel, fleet sales operations manager, Honda UK, said: "The Honda team is looking forward to this year's Fleet Live as it brings the industry together and helps facilitate important discussions. With the new generation CR-V and Civic saloon on stand, visitors will have the chance to take an in-depth look at our latest range which has received positive reviews from journalists and customers alike. We look

forward to welcoming you all on stand."

Also attending this year is Mission Motorsport, the armed forces' motorsport charity with its one-off CR-V race car, designed and built by the charity.

The car was developed in partnership with the charity and associates from Synchro race team to celebrate the employment of the first military wounded diploma graduates finding employment at Honda of the UK Manufacturing in Swindon.

CAR MANUFACTURERS



LAND ROVER

Keen to promote its new plug-in hybrids, Land Rover will display the new 2019 model year Range Rover Sport PHEV.

Combining a 2.0-litre petrol engine with an electric motor, the new plug-in hybrid powertrain develops 400PS but emits from just 72g/km of CO₂ and has an EV-only range of 31 miles.

It is available in both the Range Rover and Range Rover Sport, with prices for the latter starting at £72,185.

"Our new PHEV range shows how Land Rover is evolving to fit the market. With low CO₂ emissions, a senior exec can benefit from low taxation and drive something that is environmentally friendly with none of the drawbacks," said Jeff Smailes, marketing and administration manager, fleet and business sales at Jaguar Land Rover.

Land Rover product experts will be on hand to tell delegates more about the new plug-in hybrid Range Rover models and the

rest of the Land Rover range, which includes the Discovery Sport and Discovery.

"We can help fleet managers decide which method of power is most appropriate for their drivers. It's about understanding how the car will be used and what suits that best," added Smailes.

"There is still a market for diesel. People are not thinking that the modern diesel is as clean as petrol, but it is and you can go much further on the same amount of fuel."

The 2019 model year version of the Range Rover Sport PHEV will be displayed



FORD

All-new Ford Focus will be displayed on the stand

Ford is making its debut at Fleet Live and is looking forward to using the event as a platform to speak to fleet decision-makers about the major issues affecting the industry.

The manufacturer will be displaying the all-new Focus and the recently revised Tourneo Custom.

The new Focus offers lower P11D prices on key models than its predecessor. Entry-level Style models start at £17,730, representing a £2,300 reduction, and the fleet favourite Zetec is £850 cheaper at £19,100. The move has positive implications for drivers paying BIK tax and fleets on national insurance/corporation tax.

A new 1.5-litre EcoBlue diesel engine offers lower CO₂ emissions than before, too – at just 94g/km – and is expected to be the most popular model with fleet customers.

In addition to the all-new Focus and Tourneo Custom, fleets will be able to learn more about the rest of the Ford range, which includes the all-new Fiesta which is Britain's best-selling car.

Ford of Britain fleet director Owen Gregory said: "As we go through an unprecedented amount of change in our industry, the Fleet Live event is a great opportunity for us to engage with a wide audience of decision-makers and influencers on matters that affect us now, such as the move to WLTP, as

well as the big issues that will increasingly affect us over the coming years."

Ford will also use the show as an opportunity to speak to fleets about its aspiration to be a mobility company as well as a long-term supplier of cars and vans.

Under the Ford Smart Mobility brand, Ford is investing heavily in connectivity, mobility, electrification and autonomy, with the first two products due to come to Europe shortly.

They are Ford Telematics, an app-based solution which will provide fleets with data on vehicle utilisation, availability and driver management, and Ford Data Services, which will enable fleets to access manufacturer data delivered from the vehicle to the cloud.

BMW

BMW Group will showcase a range of models, demonstrating its range of different powertrains.

The group has made considerable efforts to reduce emissions through the launch of its BMW-i sub-brand. The fully electric BMW i3, and plug-in hybrid BMW i8 sports car showcase the technology, and are joined by plug-in versions across the 2, 5, 7 and X5 models.

Using BMW iPerformance technology, they feature a combination of petrol and electric power to deliver high performance with the fuel-efficiency of a plug-in hybrid.

The range includes intelligent adaptations such as Predictive Energy Management to maximise battery performance and optional eDrive

mode for forced zero-emission driving.

As part of the group, Mini also offers plug-in hybrid technology on the Countryman, which debuted last year.

Conventional fuel types are still a mainstay of both brands, with low emission diesel and petrol versions providing competitive fuel efficiency and emissions.

BMW Group product specialists will be able to talk delegates through the full range of plug-in electrified vehicles available from the group, plus the rest of the range, which includes the new X2, X3, X4 and X6 SUVs and a fleet-specific Mini Countryman City.

The fully electric BMW i3 will be showcased at Fleet Live



TOYOTA



Prius plug-in hybrid can cover around 30 miles on a charge

A range of alternative fuel types will be the focus of the Toyota stand with the Japanese brand showcasing the breadth of its line-up.

Visitors can see and learn about the hydrogen-powered Mirai, as well as the Prius plug-in hybrid and CH-R hybrid.

All three use electric motors to break from convention in different ways, offering fleets a way to lower their CO₂ emissions.

The Mirai is powered by an electric motor, but rather than plugging it in to charge, it uses a hydrogen fuel cell to generate electricity. That means the only emission from the tailpipe is pure water.

The Prius Plug-in hybrid combines a petrol engine with an electric motor and battery. It can cover around 30 miles on electricity, giving it average CO₂ emissions of 28g/km.

In the C-HR there is no need to plug in

as the system recharges itself. It emits from 86g/km.

"With WLTP uncovering significant real-world differences in vehicle performance that impact operating cost and will lead to increased tax liabilities, the range of 17 self-charging Toyota and Lexus petrol-electric hybrid models have proven to be real-world lower emission, lower cost champions," said Jon Hunt, alternative fuels manager at Toyota.

"With all our passengers cars already WLTP certified and showing lower than average increases and independent research showing real life consumption to be class leading, business buyers and users alike can be confident they making the right choice by choosing a Toyota or Lexus."

Experts from the brand will be on hand to discuss the entire model range, plus explain the different fuel types available.

VOLVO

The brand new V60 will headline on Volvo's stand



Volvo's line-up will include the brand-new V60, which made its dynamic debut at Company Car in Action.

The new estate is available with D3 and D4 diesel engines, plus a T5 petrol. The most frugal emits 117g/km, although plug-in versions are due next year.

Also on stand will be the XC40 compact SUV, which is now available with 150PS diesel and petrol engines, offering CO₂ emissions from 127g/km.

With electrification key to the brand's future models, Volvo will also display its XC90 and S90 with the T8 plug-in hybrid engine. With more than 400PS at the driver's disposal and all-wheel-drive, the T8 Volvos also offer an electric range of up to 28 miles and CO₂ emissions from 49g/km.

LEXUS

Alongside its sister brand, Lexus will also be promoting its hybrid models.

The new RXL 450h hybrid will be on display featuring a 3.0-litre V6 petrol engine with electric motor. As a full-size seven-seat SUV with more than 300PS, it offers low emissions of 138g/km.

Also on stand will be the RC 300h coupe. Offering significant user-chooser appeal, the luxury performance coupe emits just 114g/km of CO₂ yet develops more than 220PS.

Visitors can learn more about the RXL and RC from Lexus product experts, plus hear about the rest of the Lexus range including the new LS luxury saloon.

The RXL 450h hybrid will be on display



EXHIBITORS



AID Fuel Oils Group will exhibit for the fourth time and will showcase its range of fleet fuelling solutions.

Its team will be on Stand P4 during the show, offering information and advice on all products and services.

AID Fuel Oils Group offers a choice of seven fuel cards, AdBlue solutions and oils and lubricants.

It only charges for the fuel drivers use – its site locator software and online account management are standard features for all fuel accounts.

STAND P4



Abax is a global developer and supplier of vehicle tracking and mileage claim solutions for both cars and vans.

It claims its Triplog app can save businesses and company car drivers up to £4,000 per year in benefit-in-kind (BIK) payments. It will be demonstrating various technologies.

Abax CEO Chris Miller says: "We are looking forward to exhibiting at Fleet Live for the first time. The event is perfect for exhibitors and visitors to gather in one place and see what solutions the market has to offer."

STAND G12



Agility Fleet is a national provider of vehicle funding and fleet management solutions to businesses of all sizes and industry sectors, showcasing for a third consecutive year.

Agility Fleet believes that 'no fleet is too small' and says it prides itself on developing relationships with clients based on trust. It says it undertakes every aspect of its business with "great care and attention to detail".

A spokesperson says: "We strongly believe that putting the customer first and developing flexible bespoke solutions is the reason why we have won several national industry awards."

STAND F54



Allstar Business Solutions will showcase its range of fuel cards and its business expense card, Allstar Plus.

Its cards are used by more than 35,000 businesses and 1.1 million drivers.

Allstar COO Paul Holland says: "Allstar Plus offers the very best of a fuel card with controlled access to the Visa network, providing exceptional control for fleet operators across all business and travel expenses."

Demonstrations of ServicePoint, Allstar's online service, maintenance and repair solution, will be taking place throughout the event.

Alongside Allstar, Keyfuels will be on hand to discuss specific commercial fuel requirements. If you want a fuel card with commercial rates, information about managing your own yard bunker, or are interested in a dual solution, Keyfuels can help.

Demonstrations of how Keyfuels' ControlMax can help manage the effective use of diesel will also be taking place.

STAND C45



ARVAL
BNP PARIBAS GROUP

Arval will be showcasing its new consultancy approach called SMaRT (Sustainable Mobility and Responsibility Targets).

A spokesperson says: "Whether your aim is to drive the transformation of your business, reduce your environmental impact, improve the safety of your drivers, move to smarter mobility, reduce costs or simply improve the overall performance of your fleet, it's worth a chat with the team. Not only will we be giving you the tools to conduct some analysis for your own fleet, but we'll have our much loved smoothie bar back by popular demand!"

STAND D44

AssetWORKS

AssetWorks will be demonstrating its fleet management solution, FleetFocus, that brings together all vehicle, workshop, plant, driver management and hire pool activities in one system.

It includes comprehensive preventive schedules, work order and labour tracking, as well as inventory management and a suite of integrated mobile applications.

AssetWorks UK sales director Nick Hill says: "With our CAM solution, organisations can expect to reduce ownership and operational costs, improve operational efficiency and achieve sustainability goals."

Fleet Live will give operators the chance to discuss the benefits of moving towards a single, consolidated system and learn how the software also supports the Earned Recognition programme.

STAND P16



Autoglass will showcase how its range of products and services can benefit fleet decision-makers.

Stand visitors will be shown how Autoglass has the ability to work on a diverse range of vehicles. The 24/7 service and repairs offered allows Autoglass to meet the complex needs of the fleet industry.

There will be live demonstrations of products and services, including the technology used for ADAS calibrations, and the opportunity to put questions to the team at Autoglass.

STAND B20



Axtec, a manufacturer of axle-weighting systems, will showcase its complete range of products that helps keep vehicles legally laden and maximises payloads.

The Axtec OnBoard Load Indicator, already fitted to thousands of LCVs, protects against overloading while away from base. Features include overload data storage, tracker connection, a customer reset facility (meaning no more costly engineer calibration visits), and reversing and nearside camera connectivity.

Sales manager Derek Hack says: "A recent weighing exercise for a major operator found 16% of its vans were either overloaded or right on the limit. Overloading uses more fuel and adversely affects the brakes, steering, tyres – it's a real safety issue."

STAND H8



The Greater Birmingham Chambers of Commerce (GBCC), accredited by the British Chambers, has been the voice of businesses in the area since 1813.

Membership is at the heart of everything it does and GBCC says that becoming a member can help your organisation connect, support and grow. Membership starts from £20 a month.

STAND D61



BP Fuel Cards will give hands-on demonstrations of BPme, which, the company claims, is the UK's first mobile payment app to connect to fuel cards. It says BPme, in combination with BP Fuel Cards, can save fleets both time and money.

Visitors will have the opportunity to refuel and recharge with a coffee and sweet treat and speak to one of the expert team to explore how BP Fuel Cards can help save money, whatever the size of fleet.

A spokesperson says: "With an extensive network, driver benefits, advanced security features and time-saving online tools, discover how BP Fuel Cards can help your business."

STAND A20



Every day in the UK, on average five people die on roads and about 60 more are seriously injured, meaning needless loss of life and inflicting terrible suffering.

Brake is a road safety charity working with communities and organisations across the UK to stop the tragedy of road deaths and injuries, making streets and communities safer for everyone.

Through its Brake Professional scheme, it works alongside operators and suppliers within the fleet sector, sharing training, tools and guidance on fleet safety best practice.

It also provides networking and development opportunities through its seminars, annual Fleet Safety Conference and Fleet Safety Awards.

STAND P24



CanTrack Asset is a provider of theft recovery solutions geared specifically to reducing risk, increasing compliance and delivering operational benefit and financial efficiency.

Its team has a experience in technology, process, fleet, security, intelligence and recovery, all of which underpin – and are integral to – the solution it provides.

CanTrack Asset will be discussing the methods and techniques thieves adopt and show the tools used to identify, jam, scan and remove traditional telematics equipment.

It will also be discussing how CanTrack Asset differs from traditional theft prevention methods, focusing on safe and socially responsible asset recovery, utilising the latest innovation and

technology to identify lost equipment while securing its safe return.

It will showcase the latest addition to its offering, the Asset+, which, it claims, delivers a 25% battery improvement.

STAND H4



Chevin Fleet Solutions is a global provider of fleet management software.

David Gladding, global sales director, says: "We will be showcasing a number of the new features added to our enterprise fleet software, in addition to our newly launched SME package."

"FleetWave Core is a competitively priced 'out-of-the-box' package comprising all the key modules needed to effectively and efficiently operate a small- to medium-sized fleet."

"We will also be showcasing a number of new tools including a fleet data collection app, an upgraded Driver Licence Checking, support for the DVSA's Earned Recognition and a new workshop system which delivers essential job information in an easy-to-use interface for technicians and fitters in the workshop or out in the field."

One-to-one consultations and live demonstrations of Chevin's software will be available throughout the show.

You can pre-book an appointment by calling 01773 821992 or emailing sales@chevinfleet.co.uk.

STAND P54



Irdeto's Cloakware for connected transport solutions provides a multi-layered, renewable and tunable approach to software protection.

Irdeto will be demonstrating products from its Cloakware suite including Keystone, a secure, policy-based vehicle access and safety solution, and Keys & Credentials, a managed security service that puts manufacturers in control.

Irdeto will also be showing the most advanced cybersecurity solution for connected and autonomous vehicles.

This solution is the result of a partnership with SafeRide and combines network security with software security, allowing manufacturers and Tier-1 suppliers to detect tampering and anomalies to protect against and respond to cyber threats.

STAND H44



Established in 2008, Crystal Ball is a telematics and lone worker protection provider, supplying solutions to thousands of SMEs and local government in the UK.

A spokesperson says: "Crystal Ball is dedicated to continual investment and development of its diverse solution portfolio, including its most recent product launch – SmartCam, a fully-integrated GPS fleet-tracking and 3G HD video camera."

"Crystal Ball customers are benefitting from increased safety, improved fuel efficiency, enhanced fleet operations and much more."

The company's customers include BT IT Services, ERS Medical and Chesterfield Council.

STAND H66

Daimler Fleet Management

Daimler Fleet Management UK (DFM), part of the Mercedes-Benz Group, claims it offers a different approach to managing and funding fleets.

A spokesperson says: "DFM is expert in funding and fleet management solutions – getting efficient, cost-effective car and van leasing for small and large fleets."

"Do you want a partner who actively listens to and welcomes your ideas? A supplier who works with you to find the best solution for your business and your drivers? DFM provides fleet management and funding solutions for all makes and models of cars and vans."

STAND G10



Davis, powered by Licence Check, returns to the event and will showcase Davis Check Station, a three-in-one hardware device that gains driver permission, checks a licence and provides results in a single process.

Check Station has recently been shortlisted for Technology Innovation at the Business Car Awards. Visitors who bring a driving licence can explore the quick and simple the process for themselves.

Also new for 2018 is Davis Fleet File – an entry-level fleet vehicle management solution which carries out essential vehicle checks and has the ability to record accident and incident information.

Fleet File also stores business-critical documents such as fleet insurance policies and any relevant company policies such as drink/drug use at work and driving while using a mobile phone.

STAND B60

DriveTech is pleased to support Fleet Live again

DriveTech can play a part in formulating a fleet risk management programme

Driving for work involves risk. Driving is often the most dangerous work activity an employee will perform. Businesses have an important part to play in helping to keep them safe – for legal, financial and moral reasons.

The risk can be minimised by implementing a fleet risk management programme tailored to the drivers and the vehicles they use – whether company, leased or privately-owned.

At DriveTech, we have developed a holistic approach, supported by our online platform, FleetRiskManager. Our philosophy recognises that different companies have different approaches and may be further down the risk reduction process than others.

Our programmes are designed to be flexible and cost-effective for the customer and backed by the strength of one of the UK's most prestigious names, The AA.

As market leaders in comprehensive driver risk management, DriveTech helps drivers make better driving decisions and our services include:

- Fleet audits
- Licence checking
- Driver assessment
- E-learning
- On-road coaching
- Management information
- Risk management

For more information about the DriveTech range of fleet driver risk management services and to see how we can help you manage the safety and efficiency of your fleet drivers, please visit us on stand B52.

On our stand we will have:

- Our ever-popular Batak Game where visitors can test their reaction times and skills

Find us
at stand
B52



to win a fantastic prize of either a half-day On-road Advance Driver Training Course for two people or a Professional 4 x 4 Driver Basic Training Course for two

- A selection of our latest printed industry insight whitepapers including; The

importance of managing your Grey Fleet and Autonomous vehicles – threat or opportunity?

- Details of our training courses including a new course for Electric Vehicles and Plug-in Hybrid Electrics

About DriveTech

DriveTech is the world leader in fleet risk and safety management, and driver training. It is also the UK's largest provider of driver offender retraining courses.

With a track record built over the past 25 years, DriveTech now delivers fleet consultancy, driver assessment and training services in more than 95 countries, in over 35 languages through in excess of 40 partners.

Our fleet solutions improve driver safety, reduce fleet running costs and ensure compliance with legal and duty of care responsibilities. Our customers range from companies with small fleets through to large corporates where driver training is a core activity, an understanding of their sector is required and a clear return on investment is demanded.

DriveTech is part of The Automobile Association.

DriveTech
Part of the AA

EXHIBITORS



Engenie helps fleet managers looking to transition to electric vehicles or those who have already started this journey.

Engenie 50kW charge points get vehicles back on the road within the hour and their installation and maintenance is fully funded.

Fleet managers benefit from full telematics integration and tools to show CO₂ and NO₂ emissions.

This year Engenie will co-exhibit with EO Charging, specialists in fleet, workplace and home charging, to offer a joint charging solution to cover all fleet charging needs, whether rapid, fast or overnight.

STAND J48



Introducing electric vehicles and hybrids to a fleet can reduce costs and help achieve sustainability targets, but it can be a confusing process.

Engie designs, installs and manages safe, efficient and reliable EV-charging solutions.

The company claims a strong track record, having designed and manufactured 60,000 charge points globally.

A spokesperson says: "By combining our EV expertise with renewable energy and smart charging electricity solutions, we can offer a complete package of services helping businesses create a fully sustainable EV-charging infrastructure."

STAND J54



Enigma will demonstrate the latest developments to its Skyline telematics fleet management solution which enables fleet managers to make decisions to maximise productivity and efficiency alongside increased risk prevention, reduction in downtime and reducing running costs.

Enigma will demonstrate a series of new offerings, including an aftermarket emergency and breakdown call product with all the standard Skyline fleet management features.

STAND P60



The Experian Background Checking team will provide advice on how businesses can protect

employees, customers and their brand through employee screening and effective 'right to work' checks.

Its simple Right to Work app provides flexibility and adherence to employment rules.

Background Checking Consultant Chrissy Williams says: "We're excited about being at the event to talk through how we can help improve employee screening processes."

"We'll be on hand to talk through the range of relevant checks for each business from identity and adverse financial to DVLA, DBS and many more."

STAND P18



FleetCheck supports companies with FORS, Earned Recognition and Van Excellence.

Its platform integrates with a multitude of third party systems, allowing users to handle tasks efficiently while simultaneously creating a robust audit trail to underpin legal requirements.

No more relying on spreadsheets or paper-based systems.

■ Online suite of fleet management software for vehicles, drivers, plant and equipment.

■ Scalable and flexible for any size and make-up of fleets.

■ Integration with providers of licence checking, telematics, fuel cards, leasing and accident data.

■ An inclusive, mobile app for vehicle inspections.

■ Policy management, including a drivers handbook and driving policy as standard.

■ Advanced management reporting.

■ Dedicated support from our fleet consultants and technical experts.

STAND H10



Free2Move Lease is the seventh largest leasing company in the UK with a combined fleet size of more than 64,000 vehicles, offering connected leasing solutions and full service leasing packages to business customers.

A spokesperson says: "We have the knowledge and insight when it comes to providing cars and vans for businesses and everything else needed to keep them on the road with products ranging from fully managed servicing and maintenance to fully connected fleet management solutions."

"Whether you're a large company requiring a fleet to match, or a smaller business looking for one or two vehicles, our business finance specialists can help deliver what you need."

"Given Fleet Live is the UK's leading event for the fleet management community, we just had to be there... again!"

STAND B30



Outsourced fleet management provider Fleet Operations will showcase its mid-term leasing service, LightLease.

LightLease enables businesses to lease a broad range of vehicles, from 90 days to 12 months, bridging the gap between short-term rental and longer-term contract hire and fulfils the growing market demand for a more flexible leasing alternative to expensive short-term hire.

Fleet Operations claims to be the UK's largest independent fleet management company, consulting, managing and delivering bespoke solutions to some of the UK's leading blue chip fleet operators.

A spokesperson says: "By providing 100% impartial market advice, we help businesses to make significant long-term savings on their vehicle portfolios, saving clients an average of £21 per vehicle per month, or a little more than £1,000 per vehicle on a four-year lease basis."

Services include strategic consultancy, multi-bid leasing, supply chain management, policy creation and risk management, data consolidation, outsourcing and vendor management.

STAND D20



Supermarket fuel card provider FuelGenie reduces fuel costs for businesses across the UK and allows fleet managers to monitor spending.

The FuelGenie team will be on hand to answer queries. With freebies and competitions on offer, attendees are unlikely to go away empty handed. For example, 10 lucky winners will receive a £50 pre-loaded FuelGenie card to spend on business fuel.

The company has also recently been named as a supplier on the Crown Commercial Service's (CCS) RM6000 Fuel Cards and Associated Services Framework, meaning it can now offer services to public sector organisations.

FuelGenie says that its customers benefit from low cost supermarket fuel (3.2ppl cheaper than the national average), no fees or transaction charges, up to 45 days' payment terms, and a network of more than 1,370 forecourts.

STAND P37

Visit drivetech.co.uk, phone 01256 610907 or email tellemore@drivetech.co.uk

EXHIBITORS



Partners, unlimited

Returning for the fourth consecutive year, Gefco will be showcasing its growing end-to-end fleet proposition.

It will have a team of experts available throughout the two days to offer advice and support for specific fleet logistics requirements.

Gefco provides a suite of solutions integrating the whole supply chain from end of line at production facilities and throughout the vehicle life to optimise a business's profitability and service quality.

A spokesperson says: "Our wide range of value-added services and integrated solutions is designed specifically to meet the needs of professionals with fleet leasing requirements."

STAND E20



GREENROAD™

GreenRoad is a global provider of driver behaviour and safety management solutions for commercial fleets.

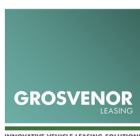
Used by more than 120,000 drivers throughout the world, GreenRoad's solution employs advanced real-time, in-vehicle feedback and change management methodologies to promote lasting change in driver behaviour.

A spokesman says: "The GreenRoad solution improves safety, minimises operational and insurance costs, reduces risk and enhances compliance."

GreenRoad will be presenting one of its newest innovations – the GreenRoad Drive mobile app.

Drive, it claims, will enable large enterprises, small businesses and commercial fleets to take control of driver safety and reduce the incidence of human error behind the wheel.

STAND E4



The shift towards alternative fuelled vehicles is a challenge facing every fleet.

Grosvenor Leasing will be offering advice on the subject in the Future Zone.

Through its 'OZone' solution, advice, guidance and support is available to help companies navigate their way smoothly towards ultra-low emissions (ULEVs) and electric vehicles.

Grosvenor offers to assess a company fleet's environmental impact and suggest a clear pathway to convert the fleet, over time,

towards the ultimate goal of zero emissions.

Grosvenor Leasing's OZone service includes fleet consultancy, green fleet reviews, ULEV reviews and grey fleet reviews.

STAND J42



Halfords Autocentres' UK garage network offers servicing, MOT, tyres and repairs at more than 300 sites nationwide.

Its technicians are IMI-accredited and qualified to work on electric and hybrid vehicles.

With a dedicated fleet support team, LCV capability and many centres open seven days, Halfords Autocentres prides itself on offering convenience.

A spokesperson says: "Our team will be on hand throughout to showcase our EV and hybrid capabilities and discuss how we can help with all service, maintenance and repair requirements for your fleet."

STAND J18

Hitachi Capital (UK) PLC Vehicle Solutions

Running a fleet has never been more exciting or more challenging and the sheer amount of and pace of change is making it difficult to plan a coherent fleet or employee benefit strategy.

Hitachi Capital (UK) sponsored a recent *Fleet News* poll which found that 57% of respondents believed their fleet policy wasn't fit for purpose. In addition, 50% also believed their policy wasn't meeting the needs of their employees.

A spokesperson for Hitachi Capital says: "How can we help? We'll be discussing the most common fleet manager challenges and how to navigate them on our stand."

"We'll also be exploring WLTP/RDE2 and procurement and supplier chain management in seminar sessions on the Wednesday."

STAND G4



Interactive Fleet Management (IFM) has a team of in-house software developers working on its fleet management systems.

Its i-Select system enables quick, personalised vehicle search and selection for multi-bid contract hire clients. IFM also offers driver apps that relay information directly into Oscar365 (its main vehicle and driver management system).

The IFM team of professionals will be on hand to give advice on any topic.

STAND D50



Intellitec MV, which designs, manufactures and distributes vehicle electrical components and systems, is exhibiting for the first time.

Its range includes on-board DC/AC power supply and management products, coupled with fully programmable CAN-based multiplex control and switching systems.

Many newly launched products will be seen for the first time, including the iConnex CAN-based switching and control system. iConnex is a one-box solution for the control and switching of DC electrical loads in many types of vehicles, including welfare vans, service support vans and PTS bluelight vehicles.

A spokesperson for the company says: "iConnex is the ideal low cost, high quality solution, ensuring reduced electrical build times for vehicle converters and improved operational and task control for fleet operators."

Also on display will be the Awilco ES-2000 All-In-One Energy System which offers a one-box solution to additional on-board electrical power requirements.

STAND P84



Joyce Design is a fleet graphics specialist that focuses on maximising brand exposure in a cost-effective way.

With more than 25 years' experience in the industry, it has developed intelligent fleet management solutions to support business.

Its key services are:

- Bespoke in-house design and production, allowing for fast turnaround.
- Accident management programme to minimise downtime of fleet vehicles.
- Dedicated account managers for smooth-running business relationships.
- Trained and approved fitters throughout the UK, audited to 3M industry standards.
- 3M Select Gold Partner offering comprehensive warranties.

STAND H18



LEX AUTOLEASE

Fleet management and leasing company Lex Autolease has access to a comprehensive source

of vehicle data which enables it to help optimise a fleet's efficiency and solve complex challenges.

A spokesperson says: "Our fleet benchmarking service can compare your fleet to industry peers, identifying ways to reduce costs and increase performance."

Lex Autolease mobility audits can reveal the hidden risks and costs in businesses for employees driving privately-owned cars for work.

STAND D4



Licence Bureau claims to be the first company to provide a business solution to the issue of checking driving licences in the UK.

Advisors will be in attendance to give information on its licence checking, made using the DVLA database in 2003, and endorsed in 2004. Alongside will be demonstrations of compliance journey solution tool, the Compliance Managed Services (CMS) portal.

STAND P22



Lightfoot claims that it reduces risk (50% fewer accidents – Allianz), fuel costs (10-20%) and emissions (10-20%) by empowering drivers to self-improve.

Its system of audio and visual nudges ensure drivers stay in the engine's sweet spot – where driving is cheaper, safer, and cleaner.

Smoother driving is incentivised through Lightfoot's rewards platform – offering everything from discounts to prizes to savings on personal car insurance.

Enhanced telematics complement Lightfoot's driver behaviour technology.

Connected car technology provides additional functionalities including vehicle health reports and service, tax and MOT reminders.

STAND P36



Marshall Leasing will attend as winners of the 2018 Leasing Company of the Year (up to 20,000

vehicles) in the Fleet News Awards.

A spokesperson says: "We'll be marking milestones in our development including our origination in the privately-owned Marshall Motor Group, becoming a PLC and our recent acquisition by the Bank of Ireland."

"Established in 1909, our roots are planted in Cambridge where we recently honoured inventor John C Taylor whose incredible Chronophage Clock provides the backdrop to our time-themed stand."

"Dr Taylor, who has been flying into Cambridge International Airport (previously Marshall Airport Cambridge UK) for many years, is a celebrated inventor whose work can be found in many motor vehicle components."

STAND H20



Milestone Insurance is a commercial broker with more than 35 years' experience.

Milestone commercial motor manager Stuart Mullin says: "This will be our first year and we look forward to meeting new and existing customers to demonstrate our ongoing enthusiasm to offer premium reductions and strong coverage."

"At the exhibition, we're really keen to talk to fleet operators who are looking for a review of their insurance needs over the next 12 months with a view to discussing how our market coverage and risk management recommendations could save them money."

STAND F21



Minieye provides both forward-facing cameras with ADAS (advanced driver-assistance systems) functions and inward-facing cameras with driver monitoring functions, as a solution for automotive safety and fleets management.

With advanced vision algorithms independently developed by Minieye, its forward-facing mono camera can identify a variety of traffic objects, including vehicles, lanes, pedestrians, traffic lights and traffic signs.

Meanwhile, Minieye's inward-facing camera detects driver's pupil, facial expression and body movements to prevent traffic accidents caused by driver's drowsiness, distraction and bad driving behaviours.

Minieye functions day and night and in almost any weather. It fits all vehicle types, including passenger cars and commercial vehicles.

STAND C22



Mobiclio is a Mobility as a Service (MaaS) technology platform for business offering a free-to-download app for Apple, Android and desktop devices.

The company claims its smart mobility engine consolidates all forms of business travel into a single door-to-door purchasable itinerary in the palm of the hand.

Mobiclio allows users to search thousands of service providers for car hire, car share, taxi, rail, flight, hotel, lounge access and parking. Users can find, book and pay for your entire business journey in seconds, it claims.

Mobiclio's team will be available to help businesses download the free app, provide live demonstrations and answer questions about the company or MaaS.

STAND H54



AutoRing is a product geared towards scenarios in commercial vehicles. The product is equipped with forward collision warning and driving behaviour monitoring, to reduce accidents and save lives.

When ADAS Camera detects a potential risk, such as collision with the vehicle in front, or accidental deviation from its lane, the system will voice-alert the driver to take action.

DMS Camera will identify the driver's abnormal behaviours, such as fatigue driving, distracted driving and making telephone calls. It will also verify the driver's identity via the face recognition algorithm.

When ADAS or DMS warning is triggered, AutoRing directly uploads the pictures or videos of the risky moments to the cloud via the system's 4G network. Momenta claims AutoRing will improve a fleet's operational efficiency and lower insurance company claims.

STAND H40



Nexus Vehicle Rental claims to be the biggest corporate vehicle rental provider in the UK, despite not owning any vehicles.

It provides access to more than 550,000 vehicles across 2,000 UK locations via a network of suppliers.

A spokesperson says: "Vehicles can be booked in just 10 seconds at the click of a button through our award-winning online rental booking and management tool, Iris, which now covers the entire spectrum of fleet needs through a single-

EXHIBITORS

source platform.”

IRIS provides visibility of the rental journey, from live reservations and escalation points, to disputed damage claims and invoicing which mutually benefits suppliers and fleets by improving efficiency and service levels.

Nexus will be giving away an Amazon Echo Show in a business card prize draw at the event.

STAND A62



The National Salvage Group (NSG) is a UK network of salvage dismantling and recycling companies. It claims the group provides more green parts than any other business in the UK.

All NSG members destroy Category A and Category B salvage vehicles on-site.

NSG chief operating officer Neil Joslin says: “Competitors outsource this process which adds cost and increases risk of these waste vehicles finding their way back onto the roads. NSG protects client reputation by ensuring this could never happen.

“This is our first time and we are very much looking forward to connecting with people and exploring how we can help them and their businesses.

“We have been reducing cost and risk associated with vehicle disposal and recycling for the insurance industry for many years.”

STAND P35



NFE will be co-exhibiting with Fleet Service GB. Together they will be officially launching the ‘Achieve Programme’.

Two years in development, the programme joins vehicle, driver and journey in an integrated platform that can take API feeds from other third-party platforms.

Fleet Service provides vehicle maintenance and accident management expertise. The driver risk management elements include profiling, e-learning, driver training and driver well-being elements in a fully integrated solution.

Each driver receives bespoke, targeted training, including online and practical elements in an ongoing joined-up solution.

The programme, trialled by more than 900 VPS Group drivers has already saved the group in excess of £350k on a spend of just £18k in year one and its fleet manager Steve Mulvaney will be at the show to share his experiences.

STAND A58



RED claims to be the largest trainer of driving instructors having helped more than 10,000 achieve full ADI (approved driving instructor) qualification.

It is also a fully accredited Driver and Vehicles Standards Agency (DVSA) fleet training provider which allows the company to train its own instructors for fleet business.

Here are just some of RED’s services:

- Driving licence checking.
- Driver assessments and appraisals.
- E-learning and online training.
- Classroom-based training courses.
- Vehicle familiarisation.
- In-car training: driver development, eco driving, defensive driving.

STAND P33



Reflex Vehicle Hire, which educates operators on running a safe and efficient fleet, is returning to the event.

Reflex says it is fully-focused on delivering first-class service levels, with duty of care at the heart of everything it does.

A spokesperson says: “We have led the industry in introducing the latest award-winning on-road safety systems as a standard to help keep drivers from harm and maximise control of vehicles, which keeps operational costs to a minimum and lowers risk.

“This year, we will be launching our Driver Wellbeing Profiler which assesses company drivers on multiple areas, such as tiredness, anxiety, self-esteem, lifestyle, anger, self-management and mental clarity and decisiveness.

“The profiler gives instant feedback to the driver, providing advice and guidance on how they can improve performance in areas such as breathing techniques and relaxation exercises.

STAND B44



With more than 12 years’ experience in the world of vehicle movements Response-able Solutions is exhibiting to bring its services to a wider audience. It has almost 50 drivers and five single car transporters and a wealth of experience in end-use deliveries

A spokesperson says: “New this year is our collect-and-store facility, offering collection, storage and onward delivery of your fleet vehicles in our secure Midlands-based facility.

“Our broad customer base includes multi-

national fleet operators both within the motor industry and across large fleet users alike.”

STAND G56



RingGo Corporate claims it improves employees’ work rate by providing quick and easy business parking across the UK.

A spokesperson says: “As well as happier employees, businesses benefit too. Costs and stress are reduced with fewer parking charge notices and VAT on relevant parking can be claimed back with a consolidated HMRC-approved invoice. Expenditure is better controlled with the assistance of online parking expenditure reports.”

With RingGo Corporate, nominated drivers find and pay for their parking via the RingGo app, by going online or calling.

As soon as they book, the service recognises the mobile number or vehicle registration and offers RingGo Corporate as the way to pay.

Each time a valid employee parks, the fee for their session is debited from a pre-paid account. If the job overruns, they can top up parking wherever they are.

A spokesperson adds: “Companies are saving up to £3 million a year with RingGo Corporate.”

STAND P8



Selsia is a provider of centrally managed accident repair services for business-critical fleets and fleet management companies.

The Selsia team will be available to discuss with fleet, procurement, HR and finance managers about how it manages one of the most inconvenient, stressful and costly functions of running a fleet, where vehicle loss of use could cost up to £500 per day.

Selsia centrally manages accident repairs to cars, vans and HGVs through its network of 190 accredited accident repair centres, mobile repair operators and its specialist network of heavy commercial and specialist bodied vehicle repairers.

The offering includes bespoke service level agreement preparation, round-the-clock first notice of loss, nationwide recovery, repair deployments, repairs, an online repair management portal, progress chasing and central invoicing.

Because Selsia is repairer-funded, no repair management charges are passed on to fleet clients for a service which “reduces repair costs, hassle and vehicle off-road times”.

STAND G54



Shell Fleet Solutions will be exhibiting with NewMotion, one of Europe’s largest electric vehicle (EV) charging providers, to discuss the future of fuels and how fleets can navigate upcoming changes.

With more than 55 years of experience, Shell provides fuel card solutions designed to help optimise fleet performance.

Services such as 24/7 fraud prevention monitoring and consolidated online invoicing systems can help to streamline fleet management tasks for effective operations.

Shell offers customers access to fuels across one of the largest networks of retail service stations globally, with a combined network of some 3,500 Shell and third-party stations in the UK alone.

A spokesperson says: “Shell is committed to providing low carbon fuel options today, and in the future, through offering electric, hydrogen, gas-to-liquids (GTL) and liquefied natural gas (LNG) fuels.”

STAND H70



Supra UK provides solutions from vehicle manufacturing, through sale, remarketing to disposal. It says it specialises in reducing the running costs for physical vehicle processing.

Solutions include vehicle key management and vehicle location services.

The company claims to be the largest vehicle key storage provider in Europe in fleet and remarketing sectors.

STAND H5



Management of a fleet can often be complicated and time consuming. Today, many organisations share elements of fleet management between finance, human resources, health and safety and procurement. But, if a fleet is managed poorly, it can become a burden on your business and cost time and money.

Responding to client concerns, TCH Leasing has launched TCH Outsourcing, a bespoke facility designed for individual client needs.

Functions such as driving licence checks, MID (motor insurance database) updates, issuing and renewing fuel cards, MOT and service reminders

and much more are managed by the TCH team.

A spokesperson says: “Whether your fleet is owned, leased or grey fleet, outsourcing your fleet administration to TCH Leasing can remove all of these time-consuming tasks, freeing up staff to carry out other core duties.”

STAND G20



TomTom Telematics is a business unit of TomTom dedicated to fleet management, vehicle telematics and connected car services.

Webfleet is a software-as-a-service solution that can be used by all sizes of business to improve vehicle performance, save fuel, support drivers and increase overall fleet efficiency.

In addition, TomTom Telematics provides services for the insurance, rental and leasing industries, car importers and companies that address businesses as well as consumers.

TomTom Telematics claims to be one of the world’s leading telematics solution providers with more than 848,000 connected vehicles in more than 60 countries worldwide.

TomTom Telematics will be showcasing its latest integration with VisionTrack, combining the power of TomTom Telematics with vehicle CCTV.

STAND E6



TTC is dedicated to improving the safety and well-being of UK road users.

For businesses it provides services to reduce fleet operating costs by improving driver safety and compliance with the law. It offers fleet risk management services and driver training for companies with commercial vehicles, PCVs, fleet vehicles and grey fleet drivers.

TTC DriverProtect Continuum, its digital platform, helps businesses manage drivers and reduce road incidents, providing a personalised and integrated education solution tailored to each driver.

In the public sector it claims to be a leading provider of road safety schemes, delivering retraining schemes for 16 UK police forces.

It says it is one of only a handful of UK organisations to have been awarded the ISO:39001 Road Traffic Safety Management Systems accreditation.

STAND H16



Venson Automotive Solutions provides a wide range of services covering all aspects of fleet management. This includes vehicle funding and procurement, accident management, vehicle fit-out, duty of care, outsourced workshop management, vehicle disposal and trialling new technologies such as electric and hydrogen.

It has a head office in Surrey and workshop facilities in Hertfordshire, Nottinghamshire and Yorkshire.

A spokesperson says: “All services are delivered through our own operations with a focus on delivering a quality service with a tangible return on investment.”

Venson will be promoting a range of services relevant to fleet operators who manage cars, commercials, HGVs or more specialist vehicles.

STAND B10



Contract hire and leasing monsters are everywhere, and they love disrupting your day (and night) – regardless of vehicle choice, or size of scale of fleet. However, like all monsters, they have weaknesses.

A spokesperson for Volkswagen Financial Services says: “We have found that by offering premium service levels, best value, peace of mind and simplicity in everything we do, not only can we provide an unrivalled fleet experience but we can keep the monsters at bay.

“If you’re losing sleep over your fleet, come and talk to us.”

STAND B4



Zenith is an independent leasing, fleet management and vehicle outsourcing business headquartered in Leeds.

For more than 28 years, it has been providing outsourced end-to-end vehicle management solutions for mid-to-large corporates, nationwide.

In addition to the core provision, Zenith delivers flexible, innovative and intelligent vehicle-based solutions for all employee populations, specialist LCV and HGV solutions, and vehicle rental and salary sacrifice schemes.

STAND D62

FleetWave – award-winning software for any organisation

Chevin's very adaptable software manages a fleet from acquisition through to disposal

Chevin Fleet Solutions is the leading global provider of fleet management software. Its multi-award winning FleetWave is a web-based system used by operations across the world. Chevin helps businesses to measure and cut costs, improve efficiency, reduce administration and ensure compliance is met. FleetWave can meet the demands of any

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at stand
P54

type of organisation, providing extremely flexible software configurations. It manages the entire lifecycle of a fleet including initial vehicle acquisition, deployment, operating expenses, incidents, job cards, maintenance, legal requirements and finally disposal. It also covers almost every aspect of vehicle management, assets, drivers, workforce and workshops that make up an operation.



Key reasons to visit:

Fleet management software specialists Chevin Fleet Solutions will be showcasing new tools and upgrades to enterprise fleet software in addition to demonstrating the newly-launched FleetWave CORE. CORE is a competitively priced 'out-of-the-box' SME package comprising all the key modules required to successfully manage a fleet. New FleetWave features include a data collection app, upgraded driver licence checking, support for the DVSA's Earned Recognition and the 'Workshop Hub' – a workshop floor system delivering essential job information in an easy-to-use interface.

Visit www.chevinfleet.com, phone 01773 821992 or email sales@chevinfleet.co.uk

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6th November 2018

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STAND H42

SCORPION
AUTOMOTIVE
STAND B58

SNARTO
STAND H50

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STAND P25

AVON TYRES

STAND E32 & E40

Fleet Live headline sponsor Avon Tyres will showcase its van and 4x4 tyre ranges suitable for fleet vehicles.

The British brand's marketing director Michiel Kramer said: "Fleet Live is an important event for us, as it puts us in front of more than 2,000 fleet decision-makers. We are thrilled to confirm that Avon Tyres is the new headline sponsor for the show, which is the biggest of its kind for the fleet management community in the UK."

The Avon WM-Van is a premium winter van tyre featuring a high silica content to deliver extra traction in the wet and cold, as well as enhanced snow grip thanks to its patented snow groove.

Also on display will be Avon's ZT7 and ZV7 car tyres which fit many popular car fleet vehicles, as well as the ZX7 SUV tyre.

Both the ZV7 and ZX7 feature an 'A' grade for wet grip.

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Part of the Modul System Group
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UNITED
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FleetNews PORTFOLIO

WHAT WE DO IN YOUR INDUSTRY

Fleet News magazine

The leading business publication for the fleet sector, offering insight, analysis, best practice and in-depth profiles of fleets and suppliers every fortnight. But don't take our word for it: 96% of readers say *Fleet News* is the most useful fleet publication (*Fleet News* reader survey). Every issue is packed with information that helps companies to run efficient and effective fleets – and our readership of 16,000 is restricted to named decision-makers, running fleets of 10-plus vehicles.

Commercial Fleet magazine

Commercial Fleet offers insight into the world of light commercial vehicles and trucks to provide operators with detailed analysis on key topics such as operations, safety, remarketing and the environment. Case studies in every issue provide best practice advice to help you to improve your efficiency. The magazine is supported by the commercialfleet.org website and events.



Fleet events

Fleet News events are the biggest and best in the sector. Our annual awards night attracts more than 1,500 people; the FN50 Dinner sees 950 leasing, manufacturer, rental and supplier companies networking and *Commercial Fleet* Summit provide insight into key areas of fleet operation; monthly roundtables enable 10-15 fleets to discuss issues and share solutions.



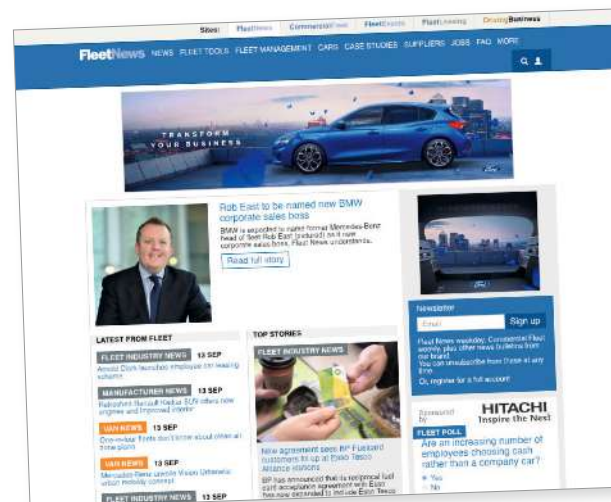
Fleet Leasing magazine

Fleet Leasing provides insight and analysis to board level executives, senior management and regional sales staff at contract hire and leasing companies. Its objective is to inform and educate about fleet trends, new models and technological developments, once a quarter, supported by a website regularly updated with the latest leasing news.



Driving Business magazine

This quarterly magazine is sent to managing directors and finance directors at 25,000 small to medium enterprises (SMEs) that are running fewer than 50 vehicles. Focusing on the key elements of running cars and vans, *Driving Business* provides practical advice to reduce cost and improve safety with a minimum of time and effort.



Websites and newsletters

The *Fleet News* website is an extensive library of best practice advice, fleet case studies, news and tools. Compare car and van running costs, check how much tax employees will pay and find out which models use the least fuel with our easy-to-use tools. We also send *Ignition*, a monthly newsletter which contains car reviews and interviews not included with our print magazine.



Bespoke publications

Magazines, supplements, brochures and digital products are produced for commercial partners. These bespoke publications inform fleets about companies and topics relevant to their business. They include manufacturer and supplier reports, in which *Fleet News* journalists interview key personnel to unearth the developments of interest to fleet operators.



Best practice guides

Special supplements that complement the magazine, our best practice guides look at areas that are core to fleet management or which are topical, such as electric vehicles. They provide you with the knowledge you need to make the right decisions. We also publish reports into the Fleet200, which analyse the UK's biggest fleets, and the FN50 contract hire and leasing sector.



THE NEW VOLVO V60

Accept the consequences

The decisions you make are felt right throughout your business. Which is why every aspect of the new Volvo V60 has been carefully considered. As innovative, intuitive and stylish as it is economical and practical, our new model will make its presence within your fleet felt immediately. And the consequences? More than acceptable.

ASK US TODAY

Discover everything the new V60 can offer your business.

CALL THE VOLVO CAR BUSINESS CENTRE ON **0345 600 4027**

POWERED BY YOU

The new V60's range of powertrains includes both petrol and diesel engines, with three drive modes for dynamic handling. And, for businesses with an eye on TCO or sustainability, our efficient plug-in hybrid models will be arriving soon.

ROOM FOR BETTER BUSINESS

The new V60's rear-load space makes both logistical and business sense. With a segment-leading capacity of 529 litres – enough to fit four standard suitcases – and a power-operated tailgate, our latest estate helps to make everyday working life easier.

AN INVALUABLE FLEET CAR

Almost as impressive on the balance sheet as it is on the road, the new V60's class-leading residual values mean less depreciation for owners and lower monthly costs when leasing.

Residual value expert cap hpi has estimated that the V60 D3 Momentum

Manual will be worth 44.8%* of its cost new price after three years and 30,000 miles. And even among high mileage company car user choosers, it leads the sector – with the same model worth 37.8%* of its cost new price after three years and 60,000 miles.

EVERYTHING, ONLY A TOUCH AWAY

The thoughtfully designed cabin provides space for drivers to sit in luxury with their familiar apps in arm's reach.

Apple CarPlay™ or Android Auto provides effortless access to familiar smartphone functionality. While its intuitive Sensus Touch Screen, and voice recognition of natural speech, enable drivers to safely stay in contact with work, family and friends.

YOUR FLEET, BETTER CONNECTED

Remotely manage and monitor your fleet with Volvo On Call as standard. The mobile app offers drivers useful control of their vehicle and enables emergency assistance wherever they are. While fleet

managers have access to driving journals, dashboard status, vehicle location, mileage and fuel economy of up to 10 cars – making life from both sides a little less complicated.

REDUCING RISK AND COSTS

Protect your drivers, your fleet and business interests with the new V60's range of semi-autonomous safety features – reducing risk, productivity losses and subsequent costs.

Its advanced driver-support systems include a world-first application of City Safety automatic emergency braking to help avoid a collision with an oncoming vehicle. City Safety also recognises pedestrians, cyclists and large animals, applying automatic emergency braking and steering support to help drivers manoeuvre around hazards and prevent accidents before they happen.

FUEL CONSUMPTION & EMISSIONS

Official fuel consumption for the new Volvo V60 range in MPG (l/100km): Urban 32.1 (8.8) – 53.3 (5.3), Extra Urban 48.7 (5.8) – 72.4 (3.9), Combined 40.9 (6.9) – 64.2 (4.4). CO₂ emissions 160 – 117g/km. Please contact your Volvo retailer for the latest information.

*Data provided by cap hpi, correct as of 29/08/2018

Telematics will help, but don't get bogged down

Manage by exception and concentrate only on areas that make most impact

Fleet panel

- Stewart Lightbody, Anglian Water
- Dale Eynon, Defra
- John Pryor, ACFO and Arcadia
- Caroline Sandall, ACFO

The ability to make effective use of data is a must-have requirement for running a successful fleet. What are the key considerations when choosing a provider? Our fleet panel came up with some pertinent questions which we put to Verizon Connect.

QHow can providers help customers interpret vast quantities of data to enable credible and effective decision-making to be made?

AStart with the end in mind. Have clear goals and concentrate on those areas of performance that will effect the most positive change in the business. Align your management reports with your defined business goals so you can be clear where your improvements are made and where there is still work to be done and don't forget to measure your results.

About Verizon Connect

Verizon Connect is guiding a connected world on the go by automating, optimising and revolutionising the way people, vehicles and things move through the world. We ensure that the things our customers care about most – from people and vehicles to equipment and data – run smoothly and flow seamlessly.

Verizon Connect is uniquely positioned to put the possibilities of the future to work for you – to guide a connected world on the go.

QMany may still be 'scared' of the amount of data and what has to be done with it, how can telematics be used in a simple, manageable manner and in a way that clearly demonstrates business benefits, especially return on investment (ROI)?

ADon't get bogged down with the details of all the information to hand. Only manage by exception and concentrate only on those areas that make the most impact e.g. attaining a minimum standard of driver performance. Measure the before and after scenarios so you can define your ROI.

QHow can the industry work together to enable legacy and new systems to collaborate so customers can have one view from multiple vendors?

AIt's a good idea to choose your telematics provider based on the individual needs of your fleet both now and into the future. It is definitely worth checking out the number of OEM relationships that a telematics provider has, as new vehicles entering the market will come with built-in hardware. If your telematics provider isn't licensed to access that information then you will struggle to add-in aftermarket hardware as manufacturers restrict access to on-board diagnostics (OBD) ports. Also, choose a provider with a good track record for platform development and customer engagement – many developments in the industry stem from a real customer need.



"Have clear goals and concentrate on those areas of performance that will effect the most positive change in the business"

Derek Bryan, VP of EMEA, Verizon Connect

QWhat (true) innovation is coming down the line which will make us think – 'I need this in my life'?

AMobile Resource Management (MRM) is the natural progression of telematics as it combines all the facets of a field-based workforce's day-to-day activities.

It includes not only the vehicles driven, but the drivers and the work they do on a single platform, so all the jobs and resources can be scheduled automatically, while still being able to factor in any new or last minute additions.

MRM also allows for application programming interface (API) integration into back office systems like human resources or payroll, so accurate



recording and pay-out of overtime can be seamlessly incorporated into the business.

QWith the increase in data from connected cars, why should I invest in a separate telematics box?

ATelematics hardware is a means to an end but the benefits of using telematics are already well proven. Aftermarket hardware is often the best option currently available.

QTelematics gives so much data on driver performance. If you miss something where is the liability as you would have "known"?

ADrivers are ultimately responsible for their own actions, but as an employer you have to ensure that you create an environment where risk is monitored and reduced to acceptable levels. Don't ignore poor driving habits and ensure that they are not tolerated. Any infringements or bad driving habits should be called out and addressed by modifying behaviour or attending training.

QTake up of telematics remains low considering the advantages it can deliver (especially for cars) – why is this?

AThe UK is one of the most developed markets, with about a third of it

already engaged, but there is still room for growth, as companies begin to understand and exploit the benefits digital transformation brings to running a mobile workforce. While adoption in cars is lower, the introduction of telematics as standard fit on new models (especially cars) will help drive greater adoption. After all, companies have no less duty of care to ensure car drivers, such as sales reps or engineers are complying with company guidelines as much as drivers of CVs. Forward-thinking organisations will come to recognise this fact as they become more enlightened or, tragically, because of adverse circumstance.

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WINNER: **ALPHABET (GB)**

Pursuit of quality helps Alphabet mature into 'sustainable business'

In its 22nd year, award-winning leasing giant has a solid balance sheet and many more reasons to be confident about the future

By Andrew Ryan

As one of the first leasing companies to describe itself as a provider of business mobility solutions, Alphabet (GB) has long positioned itself as one of the most forward-thinking businesses in its sector.

This is evident in its approach to electric vehicles. In 2013, it launched AlphaElectric – a four-stage process to help organisations transition their fleets to electric and hybrid vehicles – and enhanced this recently with a mobility consulting tool.

This in-vehicle data logger helps fleets identify not only which vehicles and journeys can be electrified, but also where charging solutions need to be located.

Alphabet's pro-active approach is reflected by the number of EVs and hybrids on its risk fleet: currently it has more than 10,000, making up approximately 8% of its portfolio.

Last year's FN50 report stated that it had, at the time of publication, delivered 8.9% of the UK's total number of OLEV grant-eligible electric and plug-in hybrid vehicles registered (private and business usage combined).

Demand for the technology has continued to grow, says Nick Brownrigg, chief executive officer of Alphabet, which is part of the BMW group. "Last year our order rate of EVs and hybrids was 8%, and this year it is currently at 11%," he adds.

Alphabet is also taking an active role in ensuring the Government's Road to Zero strategy progresses.

"Road to Zero says that by 2040 every vehicle registered has to have zero emission capability," says Brownrigg. "As Alphabet, but also as a standing member of the BVRLA (British Vehicle Rental and Leasing Association) and myself as a member of the committee of management of BVRLA, we need to help the Government support that initiative with proper policies and incentives."

Fleet News: What steps have you taken to improve your offering to customers?

Nick Brownrigg: We set a foundational

strategy in 2016 aimed at focusing on achieving balanced growth through a customer-first approach.

There were three fundamental pillars to the strategy. Customer focus was the central one, balanced growth was the financial pillar in that if we achieve it then it's good for us and good for the customer. The third was trying to lead the way with mobility solutions for the future, which is the bedrock of Alphabet and where the brand stands in the market.

The foundation to all three was that we wanted to do this by leading with the innovation and quality of our people. We felt if we could invest there, then that ultimately would become a differentiating factor and the quality of Alphabet would be measured not only by what we could do and what we could offer, but in the way we do it.

FN: One of your stated ambitions was to focus on the quality of business rather than quantity. What effect did this have?

NB: In the middle of 2016, we'd had a continuous period of increasing new car sales, of increasing used car sales and residual values had largely been in the ascendancy.

Life was good for most leasing companies in that sense because the critical determinant of profitability for a leasing company is the remarketing performance versus the residual value that had been set. There is a cycle where, for whatever reasons, values top out and our read of it in 2016 was that we were approaching that point. We took the decision that we wanted to protect our shareholders' balance sheet as much as we could by writing business which fell into a certain category type.

It wasn't that we didn't want growth per se, but the

As Alphabet reaches its 21st birthday "we've absolutely grown into our adult frame, but we still needed to fill out"

Nick Brownrigg, Alphabet (GB)



Nick Brownrigg (with trophy) celebrates the Fleet News Awards win with members of the Alphabet (GB) team

growth we were searching for needed to fit a certain quality criteria. We were looking at things like the opportunity to embed service maintenance and repair in contracts, and those opportunities typically come with longer lease cycles. From a risk management perspective, when you see market shifts where used vehicle values fall, as we did see through the latter part of 2016 and right throughout 2017, then the impact is higher with shorter cycle leasing.

I am not saying we do not want to take up an element of our new business with two-year leases. There are very good reasons why we would want to continue to do that. But history has confirmed that it was the right thing to do. It has put us in a position now where, from the point of view of achieving targets, we are very confident we have a sustainable business with a solid balance sheet.

From a customer's perspective, they do not want a leasing company working with them in a yo-yo fashion. They want consistency, they want sustainability and they are certainly happy to know that your business is on a financially solid platform.

FN: Are you seeing a growth in customers interested in mobility solutions?

NB: Customers are becoming more questioning of why they are using vehicles in the way they are, and we find them extremely open to us presenting them with a view based on analysis of what might make for an alternative.

Primarily the fleet sector remains a market where it is a vehicle being taken for a specific purpose, usually over a set term. There are variations coming in now in terms of offers in the market, and one of the variations which we have significantly expanded is our corporate car-sharing scheme AlphaCity. Through this, we can say to a customer that, rather than having a set number of vehicles that are sitting as their liability, we can provide something which is actually quite flexible. If they need three vehicles today but five vehicles next month, we can augment that offer because we operate a rental business as well. We can also demonstrate that those three

AlphaCity vehicles could displace six pool cars, so that is a mobility solution in itself and it doesn't create a single asset, single driver scenario because you've got several assets and many drivers in this case. The market opportunity for that type of solution is only going to increase.

FN: Earlier this year, Alphabet extended AlphaCity to brands other than Mini and BMW. What are the benefits of this?

NB: The primary benefit is one of wider choice. Alphabet is very much a multi-marque business and our belief is that our customers ought to be able to make their own choice on what type and brand of vehicle they run with. It has also allowed us to offer light commercial vehicles.

We've had some very encouraging signs since we expanded the choice and if you put a lower priced vehicle into that mix, it also gives us access to new customer groups who are operating more from a price point of view, so it has been a win-win situation.

Alphabet celebrated its 20th birthday last year, and Brownrigg is determined the business will continue to mature as one of the country's leading leasing companies.

"I described it to the staff that, at 20 years old, you are one step off being a fully blown adult," he says. "We'd absolutely grown into our adult frame, but we still needed to fill out."

"There was an element of adolescence about the business and the way in which we needed to mature was to put absolute focus on the quality of our customer service provision."

"We needed to be able to stand proud of that and know that our quality is achieving results. That has been the journey we have been on and will be the journey we continue to be on for some time."

"This business has a very strong vision, we want to be the outstanding business in the sector based on the quality of what we do, and that quality is defined by how we do things and the product and services we offer."

FACTFILE

Organisation Alphabet (GB)
Chief executive officer

Nick Brownrigg
FN50 2017 risk fleet size 151,241
(cars: 132,545, vans: 18,696)
FN50 2017 position 5
Parent company BMW AG

JUDGES' COMMENTS

Alphabet has been "brutally honest" about the areas it needed to improve and taken action, resulting in high praise from customers, the judges said. It continues to push the uptake of ultra-low emission vehicles and take the lead on mobility services. An initiative to generate employee-led ideas also impressed.



More equipment comes as standard but many features are only available as options

ŠKODA FABIA FACELIFT

A few exterior tweaks but, deep down, the new Fabia is pretty much the same

By Matt de Prez

Small cars are becoming more refined, more technologically advanced and more expensive. This poses a challenge for a brand like Škoda with a reputation for value.

Its new Fabia is not a revolution though. In fact, under the skin it remains the same.

Tweaks to the bumpers, headlights and wheels complete the exterior makeover, while the interior is largely business as usual, too – other than a new infotainment system.

The Fabia is Škoda's second best-selling model in the UK, after the Octavia, so sticking to the proven formula should pay off.

The base S model represents great value, costing just £12,840. We'd recommend fleets stick to the SE, as it comes with smartphone connectivity, air conditioning and alloy wheels.

Škoda has dropped the Fabia's diesel engine, offering just three 1.0-litre petrol units.

The cheapest MPI develops 75PS and emits



Visibility is good and the controls are light

110g/km of CO₂. More potent TSI turbocharged versions offer 95PS or 110PS. The 95PS is the most efficient, emitting 104g/km of CO₂.

Only the most powerful engine gets a six-speed manual gearbox, or the option of a seven-speed DSG. The rest of the range makes do with a five-speed manual.

We tested both TSI models. The more powerful unit is a better choice for those covering lots of miles, due to its extra gear, but the 95PS unit has plenty of grunt and promises more than 60mpg.

Inside, the Fabia feels more cramped than in the Polo or Ibiza. This is because it is based on an older platform meaning there is a little less legroom and boot space than you get in either of the Fabia's stablemates.

The interior is awash with hard plastics and lacklustre design but, at this price point that is expected.

Importantly, the Fabia is comfortable and quiet. It rides well and has light controls and good visibility.

Drivability is less dynamic than the class-leading hatchbacks – as you might expect. Drivers will not choose the Fabia if they are concerned about handling and performance. It is still the sensible choice when compared to the Ibiza or new Ford Fiesta.

The facelift introduces more equipment as standard. Base models get front assist, a trip computer and LED daytime running lights.

Unlike its sister brand Seat – which has moved to a trim-only model – most features on the Škoda are optional. Even on more-luxurious SE L models you have to pay extra for parking sensors, electric rear windows and automatic headlight and wiper activation.

Blind spot monitor is now available for the first time on a Fabia, costing £390. Drivers can also specify adaptive cruise control for a modest £185.

At £14,895 the Fabia SE 95PS undercuts its key rivals quite significantly, offering fleet drivers a solid and comfortable no-frills experience for little monthly outlay.

FLEET PICK MODEL 1.0TSI 95PS SE

SPECIFICATIONS	
P11D Price	£14,635
BIK	22%/£644
Class 1A NIC	£444
Annual VED	£145 then £140
RV (4yk/80k)	£3,650/24.9%
Fuel cost (ppm)	9.52ppm
AFR (ppm)	12
Running cost (4yr/80k)	26.44ppm
CO ₂ emissions (g/km)	106g/km
Fuel efficiency (mpg)	61.4mpg

Running cost data supplied by KeeResources (4yr/80k)



MAZDA6 FACELIFT

Maker introduces new petrol engine in response to diesel slowdown

Mazda has introduced an optional three-layer Soul Red Crystal Metallic colour

By Tom Sharpe

The Worldwide harmonised Light vehicle Test Procedure (WLTP) plus the shift away from diesel have prompted the introduction of a new engine to the new Mazda6 line-up.

The Japanese brand has handed a UK debut to a 2.5-litre Skyactiv-G petrol engine, which was previously the preserve of diesel-averse Chinese and US markets.

Cylinder deactivation switches between four- and two-cylinder operation while coasting and results in a 194PS engine claiming 8.1-second acceleration to 62mph and a 138mph top speed alongside 42.2mpg fuel economy and 153g/km CO₂ emissions.

Mazda UK managing director Jeremy Thomson says: "We're confident there's a future for diesel, but it's the shift towards petrol that has prompted us to offer this engine now."

Just as well, given the most economical engine in the line-up remains the 150PS 2.2-litre Skyactiv-D diesel, at 64.2mpg and 117g/km.

Elsewhere, the two-litre Skyactiv-G petrol unit

FLEET PICK MODEL 2.2 SKYACTIV-D 150 SE-L+

SPECIFICATIONS	
P11D Price	£25,535
BIK	28%/£1,420
Class 1A NIC	£987
Annual VED	£205 then £140
RV (4yk/80k)	£6,075/23.8%
Fuel cost (ppm)	9.32
AFR (ppm)	13
Running cost (4yr/80k)	38.71ppm
CO ₂ emissions (g/km)	117
Fuel efficiency (mpg)	64.2

Running cost data supplied by KeeResources (4yr/80k)



All trims above standard feature heated steering wheels

has received internal upgrades while the more powerful 2.2-litre Skyactiv-D diesel now produces 184PS (up from 175PS).

All but the entry-level 145PS two-litre petrol engine also feature Mazda's i-stop start/stop system and i-Eloop, a system which claims to reduce fuel consumption by up to 10% by storing recovered electricity for the on-board electrical systems.

On the *Fleet News* drive, the new 2.5-litre engine offered reasonable performance backed by a rather flat, gruff exhaust note.

The flagship Mazda6 would be a hard sell as a sporty saloon were it not for Mazda's trademark dynamic flair.

The six-speed automatic gearbox – standard with the 2.5-litre – is smooth shifting but Mazda's slick six-speed manual should not be overlooked.

Most noticeable among the subtle Mazda6 styling changes is the introduction of optional, three-layer Soul Red Crystal Metallic paint.

The 6's mesh grille is now positioned deeper within its surround, revised LED headlamps sit above a redesigned bumper and new 17-inch

Gunmetal and 19-inch Bright alloy wheel designs have also been introduced.

Prices range from £23,195 to £33,585 across SE-L Nav+, SE-L Lux Nav+, Sport Nav+ and GT Sport Nav+ trims.

Around £900 separates the saloon and tourer, the former offering 480 litres of boot space and the latter 522 litres to 1,644 litres.

Among the standard equipment are: LED self-levelling headlights; parking sensors; a colour head-up display and TFT instrument display; an eight-inch touchscreen infotainment system; and dual-zone climate control.

From SE-L Lux Nav+ trim there are leather seats (heated front), a heated steering wheel and a reversing camera. Sport Nav+ trim smart adds keyless entry, a Bose sound system and a wiper de-icing.

The new Mazda6 is battling against a market segment that suffered a 25% decline in 2017, but looks to be one of the best-equipped and well-designed options available.

Just how many diesel drivers will turn to that 2.5-litre unit remains to be seen.

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MERCEDES-BENZ A-CLASS

High price compared with rivals, but you get a lot for your cash



The A-Class in Sport trim is expected to be the best seller

By Matt de Prez

Mercedes-Benz has beaten its biggest rivals by getting the new A-Class to market ahead of the BMW 1 Series and Audi A3, which both launch next year.

Compared with its ageing opponents, prices for the new baby Benz appear to start high – at almost £26,000 for the base-model diesel – but you do get a lot for your money.

The mid-range Sport trim – actually not very sporty – is the expected bestseller. Priced at £27,340, it comes with climate control, sat-nav and adjustable drive modes.

Executive pack adds fleet-friendly options such as a larger infotainment screen, parking sensors, heated seats and folding mirrors for £1,395.

The A-Class's motorway manners are, predictably, top-drawer. You can drive it for hour after hour with no feeling of fatigue.

Mercedes has worked wonders on the 1.5-litre Renault-derived engine in the A 180 d. It is super smooth, quiet and delivers a surprising amount of grunt.

Twinning with a seven-speed dual-clutch automatic transmission, the A 180 d Sport emits 111g/km.

Fuel efficiency, one of the most important factors in this segment, is one of the A-Class's best attributes.

Officially, the car promises 67.3mpg. We managed to achieve an indicated 72mpg, without much fuss.

Even on country lanes and at higher speeds we were impressed that the A-Class rarely dropped below 60mpg.

Firm suspension provides tidy handling, but the ride isn't badly affected.



The standard model has two seven-inch screens

A 180 D SPORT

THE RIVALS

- Audi A3 1.6 TDI 116 Sport auto
- BMW 116d Sport media 116 auto
- Honda Civic 1.6 i-DTEC EX auto

P11D PRICE

Civic	£26,400
116d	£26,515
A 180 d	£27,080
A3	£27,130

CO₂ *

A3	105g/km*
Civic	109g/km
A 180 d	111g/km
116d	118g/km

MPG & FUEL COSTS*

A3	70.6mpg/8.48ppm*
Civic	68.9mpg/8.68ppm
A 180 d	67.3mpg/8.89ppm
116d	62.8mpg/9.53ppm

DEPRECIATION

A 180 d	22.38ppm
116d	23.86ppm
A3	24.94ppm
Civic	25.41ppm

SMR

A3	4.14ppm
116d	4.14ppm
Civic	4.19ppm
A 180 d	4.93ppm

RUNNING COSTS

A 180 d	36.20ppm
116d	37.53ppm
A3	37.56ppm
Civic	38.28ppm

*NEDC-correlated

VERDICT

The A 180 d offers the lowest running costs but is also the best car of the category. Its upmarket interior, infotainment and real world efficiency make it a stand-out model.

Winner: Mercedes A-Class

Running cost: KeeResources (4yr/80k)

"Fuel efficiency – an important factor in this sector – is one of the A-Class's best attributes"

The throttle mapping is a little lively for our liking, though. It certainly helps make the A-Class feel faster than it is, but also means the car jerks away if your footwork is a little on the clumsy side. Switch to 'Eco' mode and things are more suppressed, although in the mid-range the car feels more lethargic.

The new MBUX infotainment system comes as standard and has been designed for the younger smartphone-savvy generation. It includes connected services such as an internet radio and traffic updates plus voice activation, which works like Amazon's Alexa or Siri.

If you say: "Hey Mercedes, tell me a joke."

"I'm sorry, my engineers are German," it quips back.

The system uses natural speech recognition and can be used to programme the sat-nav and adjust the temperature or radio.

One area where we urge fleet customers to be cautious is the standard model comes with two seven-inch screens, not the heavily advertised 10-inch units that adorn the marketing material.

The larger screens come as part of the £2,395 premium pack and it's well recommended. The smaller screens don't allow as much information to be displayed.

Interior space is good. The seats are mounted low, giving a sportier feel. A boot capacity of 370 litres is more than you get in a current BMW 1 Series or Audi A3.

Overall, the interior quality is very high, except for some cheap-feeling indicator and wiper stalks and a rather flimsy parcel shelf.

Again, base models feel less special than the highest grade AMG Line.

Petrol models are cheaper, with prices starting at £22,850 for the 1.3-litre A 180 with a manual gearbox. They also offer lower company car tax but the diesel will achieve the best efficiency and offers no refinement shortfall.

MERCEDES-BENZ E 220D AMG LINE



The nine-speed auto gearbox – the 9G-Tronic – makes this mid-size saloon a joy on long journeys. Combined with the 2.0-litre diesel engine on our test car, it gives a smooth, quiet ride on the motorway, where the automatic gearbox allows it to cruise at 70mph at well below 1,500rpm.

That translates into a claimed combined fuel economy figure of 67.3mpg, but the experience of our test car points towards something nearer 55mpg on the motorway.

Around town, however, that shortfall can be even greater, with a fuel economy of around 30mpg if you are too aggressive when trying to tap into the 195PS available.

Prices start at £36,030 for the E200d SE saloon. Our test car has a P11D price of £39,800 and emissions of 127g/km (30% benefit-in-kind tax). **Gareth Roberts**

ŠKODA KAROQ 1.6 TDI SE



The Karoq has been put through its paces over the past month with a 1,000-mile return trip to France during the school holidays.

Comfort levels were surprisingly excellent with no travellers complaining of any aches or pains or lack of space and the boot space was more than adequate for two weeks' luggage for four people.

The Škoda having only one USB charging point was a slight problem which caused electronic devices to be on constant charging rotation.

The only casualty of the trip was the rear number plate which is becoming detached from one side.

During a recent downpour two warnings appeared: 'Acc sensor' and 'front assist sensor impaired'. Soon after they were gone and haven't returned so, hopefully, just the sensors were momentarily obscured by water. **Luke Neal**



MINI COUNTRYMAN

COOPER S E ALL4 PHEV

Drivers willing to wait for Mini's first plug-in hybrid

By Sarah Tooze

Demand has been outstripping supply for the Mini Countryman PHEV, the brand's first plug-in hybrid vehicle. We waited an extra month to take delivery of our long-term and fleets or company car drivers who place orders this month can expect delivery in late January or February.

That's longer than Mini's typical lead time of two to three months but better than you might expect for a hybrid or pure electric vehicle.

Steve Roberts, Mini's head of corporate and used cars, says the benefit-in-kind (BIK) savings versus conventional fuel vehicles and the versatility of the car have proved attractive to fleets, particularly SMEs and public sector organisations.

However, it's worth noting that the Countryman PHEV's new NEDC-correlated figure of 55g/km (56g/km for our test car as it's fitted with 18-inch wheels as part of the Chili Pack) puts it in the 16% BIK band, up from 49g/km and 13% under the

old NEDC testing regime.

The Countryman is all-wheel drive (the three cylinder 1.5-litre turbo-charged petrol engine drives the front wheels while the electric motor powers the rear) and has a combined output of 224PS, enabling it to achieve 0-62mph in 6.8 seconds.

On paper, it has an electric range of up to 25 miles although I've recorded 17 miles in electric-only mode (called Max eDrive). However, that isn't the most efficient way to drive the Countryman.

It's best in Auto eDrive, which enables the petrol engine to kick in when you reach 50mph.

Average fuel economy (petrol only) has nudged up from 38mpg when we first took delivery with just a few hundred miles on the clock to 41mpg after more than 1,000 miles.

Behind the wheel the Countryman is every inch a Mini, with assured handling and familiar features in the cabin such as the toggle switches, funky interior lighting and LED ring around the circular instrument panel.

COSTS	
P11D price	£39,690
BIK tax band (2018/19)	16%
Annual BIK tax (20%)	£1,124
Class 1A NIC	£776
Annual VED	£15 then £130
RV (4yr/80k)	£10,625
Fuel cost (ppm)	7.61
AFR (ppm)	15
Running cost (ppm)	43.22

SPEC	
Engine (cc)	1,499
Power (PS)	224
Torque (Nm)	385
CO ₂ emissions (g/km)	56
Manufacturer mpg	113 (combined)
Test mpg	41 (fuel only)
Max speed (mph)	123
0-62mph (sec)	6.8
Current mileage	1,389

Running cost data supplied by KeeResources (4yr/80k)
* Data supplied by Equa Index



"Fleets or company car drivers who place orders this month can expect delivery in late January or February"

VOLVO S90

T8

Regular charging should improve performance



The mpg dips below 100 when the petrol takes over from the battery

COSTS

P11D price	£57,250
Price (as tested)	£62,825
BIK tax band (2018/19)	20%
Annual BIK tax (20%)	£1,489
Class 1A NIC	£1,027
Annual VED	£0, then £440
RV (4yr/80k)	£16,325/28.5%
Fuel cost (ppm)	8.72
AFR (ppm)	15
Running cost (ppm)	66.43

SPEC

Engine (cc)	1969
Power (PS)	320
Torque (Nm)	400
CO ₂ emissions (g/km)	49
Manufacturer mpg	128.4
Range	25 (28 on eco Pure)
Max speed (mph)	155
0-62mph (sec)	4.8
Current mileage	3,975

Running cost data supplied by KeeResources (4yr/80k)
* Data supplied by Equa Index



AT A GLANCE – THE REST OF OUR FLEET



Ford Fiesta

Its handling has won praise from all who have driven it. Fuel consumption is still off at around 42mpg.



Volkswagen e-Golf

A favourite feature is the auto hold braking which keeps the brakes on if you take your foot off the pedal.

THINKING CAP

By Martin Ward, manufacturer relationships manager



Monday The media, friends in the motor industry and even mates in the pub are all talking about the state of our motor trade.

It just seems to be tales of woe from just about everybody, whether it's the ever-increasing cost of fuel, the price of cars, WLTP or insurance, everyone is a bit disgruntled at the moment.

People I know who were going to swap their cars are not now, and those unnecessary trips are being cancelled due to the high cost of getting there.

I totally agree with my friends at the BVRLA, *Fleet News* and many others that the Budget needs to be kind to the motorist, whether fleet or retail. BIK needs sorting and taxation needs to be brought down to affordable levels. Also, there needs to be a cap on rising fuel costs, and WLTP needs sorting once and for all, and the confusion needs to stop, so we all know what the rules are.

Come on Mr Chancellor, do the right thing. You know it makes sense – and don't tax the motorist out of the market.

"The Budget needs to be kind to the motorist, whether fleet or retail"

Thursday Down to Newport Pagnell to drive the all-new Audi Q8 large SUV.

Though smaller than the huge Q7, it gets a bigger number, which, on the face of it, doesn't make sense. But when you see it, and drive it, it certainly does. The Q8 is the flagship of the Q range and deserves the biggest number possible. It looks fantastic, with great lines, and splendid haunches over the rear wheels.

The interior is of a very high standard, and probably the best cabin yet from Audi.

Launch models have a 3.0-litre V6 diesel coupled to a mild-hybrid which can be driven on pure electric for a short time, which helps fuel consumption and reduce emissions. I wasn't too sure about this five-seat, coupe-style large SUV, but now I've driven it, I'm convinced Audi have got it right, yet again

STEVE JACKSON

MANAGING DIRECTOR, WHEELY-SAFE

People interaction is important to Jackson. He values the friends made during his time in transport and fleet, but rues letting opportunity pass him by

The pivotal moment in my life was the birth of my daughter. To be suddenly responsible for somebody else changed my view of the world.

My first memory associated with a car was stuffing lots of pebbles down the exhaust pipe of my grandmother's car when I was five. You did ask!

If I were Prime Minister for the day I would make organ donation compulsory unless you make the choice to opt out.

The three vehicles I would like in my garage are a Range Rover Sport, Aston Martin DB11 and a Jensen Interceptor (just to look at).

My main interest is golf. I have never invested so much time into something to be so challenged.

My favourite film is *Saving Private Ryan*. I am a sucker for war films and this is probably the best one.

The advice I would give to my 18-year-old self is to be more focused on your goals.

A book that I would recommend others read is *Orphan X* by Gregg Hurwitz.

My pet hate is people who are either ignorant or negative.

I want to be remembered as somebody who put a smile on people's faces.

First fleet role 17 years ago, I joined Dawson Rentals in their Bus and Coach Division as a regional manager. It was apparent to me from the beginning that I connected with transport and fleet people and I now have many friends within the industry to back that up.

Career goals at Wheely-Safe As managing director, my goal is to revolutionise the wheel and tyre security industry through the introduction of simple, intuitive, low cost and extremely effective systems which solve the problems of wheel loss, brake/hub overheating and tyre under-inflation once and for all.

Biggest achievement in business I am most proud of helping to grow the sales and profit of every business in which I have been involved.

Biggest career influence I have been fortunate in my career to have spent time with some dynamic and gifted individuals. I have made a point of trying to learn from each one of them.

Biggest mistake in business Not grasping an opportunity as it has arisen. I have since learned never to let an opportunity pass me by.

Leadership style People work better if they feel valued and included. As long as people understand what is required of them, then I allow them to get on with it because that's why they were employed in the first place. I try to be relaxed and supportive.

If I wasn't in fleet Probably something outdoors and with plenty of people interaction.

Childhood ambition I always fancied myself as number 9 for Wolverhampton Wanderers. Unfortunately, a severe lack of talent put pay to that one.

Next issue: Michael Stewart, director of fleet, Hyundai

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