



Jeep



FCA | FLEET & BUSINESS

SOLUZIONI

ISSUE 2. NOVEMBER 2017



Fullback answers the call

It's the pick-up for all jobs – packed with innovation both inside and out



RICHARD CHAMBERLAIN ■ THE LCV RANGE FOR THE 21ST CENTURY
■ THE ROLE OF MOPAR ■ LCV TECHNOLOGY ■ MEET THE TEAM

**CHUCK NORRIS DOESN'T
HAVE CLIENTS. JUST PEOPLE
WHO GOT LUCKY.**



FROM
£195 PER MONTH* PLUS INITIAL RENTAL OF £1,170

YOU ARE EITHER CHUCK NORRIS OR YOU NEED A DOBLÒ.

When Doblo won Best Light Van of the Year 2017, no luck was involved. Just best in class capacity, versatility, No AdBlue, Sat Nav, Cruise Control, Reverse Parking Sensors and Bluetooth handsfree. Get Doblo, and you're good to go.

BE CHUCK OR BE PRO



PROFESSIONAL

A PRO LIKE YOU

Fuel consumption figures for the Fiat Professional Doblo range in mpg (l/100km): Urban from 30.7 (9.2) - 52.3 (5.4); Extra Urban from 49.6 (5.7) - 68.9 (4.1); Combined from 40.4 (7.0) - 61.4 (4.6). CO₂ emissions 120g/km - 169g/km. Fuel consumption and CO₂ based on standard EU tests for comparative purposes and may not reflect real driving results. *Business Contract Hire. Fiat Doblo Van SWB 1.3 95 HP MultiJet Tecnico. Initial rental of £1,170 followed by 35 monthly rentals of £195, excl. VAT & maintenance. Based on 10,000 miles p.a. Excess mileage charges apply. Vehicles must be ordered between 17/10/17 and 31/12/17 and registered by 30/06/2018. Subject to status. Guarantees may be required. T&Cs apply. Leases, SL1 0WU. Vehicle shown has optional metallic paint, body coloured bumpers and alloy wheels at £850 excl. VAT which will increase your initial rental by £79.10 and monthly rental by £13.20.

WELCOME

Welcome to issue two of Soluzioni where we put the spotlight on Fiat Professional, our light commercial vehicle business.

Over the past few years, we have enjoyed consistent growth in the van fleet sector, thanks to an ever-improving model line-up and a fresh approach to business.

We can offer fleet operators a wide range of light commercial models which meet all their needs, from the rugged Fullback pick-up to the versatile Ducato large panel van, with support from our dedicated van retail network.

The fleet and corporate sector is very important to us and last year we made a number of significant changes to our business structure in order to improve our services to companies and their drivers.

You can read all about our van proposition in this report, hear from members of the van team about how they are supporting fleets and find out how we have improved our conversions programme.

We hope you find this magazine a useful and informative read.

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SIMON WHEELER
NATIONAL CORPORATE
MARKETING MANAGER

Richard Chamberlain

DIRECTOR OF COMMERCIAL VEHICLES, FIAT PROFESSIONAL

A range of superb commercial vehicles to suit every eventuality has led to great success for Fiat Professional, but Richard Chamberlain believes there is still an opportunity for further growth

In his first year at Fiat Professional, Richard Chamberlain is focusing on the core strengths of the brand that is winning new customers throughout the fleet market.

Chamberlain, who this year became Director of Commercial Vehicles for Fiat Professional, has seen sales rise 16% for the year to date, according to figures from the Society of Motor Manufacturers and Traders.

He attributes the brand's success to a combination of quality vehicles that are well-built, efficient and cost-effective, supported by an expert team and a nationwide service network that is dedicated to maximising vehicle uptime.

Fiat Professional offers buyers a wealth of vehicle choices that match every need. The range spans from Fiorino, which packs maximum space into a small footprint, to the multi award-winning Doblo mid-sized van, flexible Talento and the phenomenally successful Ducato, that is a dominant force in the large van market.

The range is completed by the Fullback double-cab pick-up, which bridges the divide between workhorse and leisure vehicles.

Chamberlain says: "We are seeing an increase in demand right across the range, from Fiorino to Ducato and there is growth across all our customer segments."

BIG WIN WITH SHB DEAL

Fiat Professional's successes this year have included a deal with leading independent vehicle hire and management company SHB to supply 176 Fiat Professional vans.

The family-owned company placed the order through FCA Fleet and Business just months after ordering 30 Doblo Cargo vans.

The latest batch of vehicles comprises a mix of Fiorino, Doblo, Ducato Dropside and Talento Panel and nine Seat Combi vans, which will be rented to their customers from SHB's 15 sites across the UK.

Paul Street, managing director of SHB, said: "We have worked with Fiat for a number of years and have always found them easy to deal with. Their high standards of customer service and reliability go hand-in-hand with how SHB operates as a business and we believe the vehicles supplied by Fiat will further complement and enhance our expanding reputable fleet."

"Ducato is doing particularly well as a versatile platform for a range of uses, with sales up 12% year on year.

"We have had some substantial contract wins and strong demand in a range of areas, including life saving ambulances and many utility and telecom organisations. Fullback has been doing well, particularly with lifestyle customers and those who want to use a vehicle for work during the week and leisure pursuits at the weekend, such as watersports.

"Following our dynamic growth at the start of the year, we are aiming to maintain our position for the rest of the year to solidify our strengthening position in the market."

To maintain close contact with the market, Fiat Professional has a team of LCV experts who are dedicated to the sector.

We have a number of teams in place to support and work with our customers. We have two dedicated support teams, one focused on large corporate customers and another supporting the SME's through the dealer network. In addition, we have teams working with leasing and rental companies and a dedicated convertor specialist.

Customers value the investment Fiat Professional is making in specialist expertise to support LCV operators, Chamberlain says, adding: "Our focus on LCV at all levels gives us the edge, as many other manufacturers have combined car and van teams. We want to bring market leading understanding to our clients, so we can support them through every step of the van sourcing process and operational use. This industry can be very focused on the big fleet customers, but we have expanded our service in the SME market as well. We are seeing the results in increased demand as our products fit really well with key sectors, such as retail SMEs."

This close understanding of the key issues facing LCV operators has also influenced the shape of the 151-site Fiat Professional servicing network, with a range of outlets that meet needs ranging from the casual user through to high-mileage fleets, where the van is essential to business profitability.

Chamberlain says: "Services include 24-hour and late-night opening so that we can minimise downtime during working hours. Minimising downtime is critical to us. It adds to the strength of our offering, combined with great product, low running costs and a skilled and knowledgeable team."

To streamline the process further, Fiat Professional has launched a complete service solution for up to five years, enabling fleets to have fixed long-term costs with full maintenance provided by the expert service network.

"It provides peace of mind for the customer, who can then get on with running their business," Chamberlain says.

Fiat Professional is also continuing its industry-leading product development programme, including the provision of diesel engines that meet Euro6 emission standards without needing AdBlue. This means that fleets can comply with the latest regulations without incurring the additional cost and disruption of filling AdBlue tanks.

Chamberlain adds: "There has never been a better time to buy a new Fiat Professional van."

Fiat Professional also continues to drive excellence with ongoing product updates. These include the launch of a new Ducato utility cab, which provides a secure, lockable area in the cab behind the front seats. Fiat Professional have a range of factory built vehicles from tippers to dropside to Luton vans. With a range of flexible chassis options including standard chassis, platform, back to back, glazed, semi-glazed, crew cabs and the robust maxi it has the ideal option for most customers.



The Fiat Fullback is also being enhanced with a new 4x4 'Cross' version.

The new top-of-the-range model meets the ever-increasing demand for vehicles which are rugged and versatile, but have specific car-class comfort and strong design.

Chamberlain adds: "Overall, we offer a great package for fleets. We are AdBlue-free, the cost of operating our vans is low, vehicles are good value for money and we pride ourselves on quality. We also stand out for fuel economy and payload against rivals.

"Additionally, our sales team and extensive service network make us stand out as the perfect partner to support fleets and keep their vehicles on the road."

"We have had substantial contract wins and strong demand in a range of areas, including life saving ambulances"

Fiat Fullback

Inside and out, this pick-up is a winner in whatever specification you choose

FLEET CHOICE: PRICE: FROM £21,695 **ENGINE:** 2.4 150HP **CO₂:** 180 **MPG:** 40.9 **BIK:** £3,230

The Fullback is a high-tech, high-specification double-cab pick-up truck packed with innovative features that was launched in 2016. It is available from both Fiat Professional LCV sales centres and Fiat's car retailer network.

"The Fullback has safety features that are not always associated with pick-ups"

EXTERIOR AND CAPABILITY

Creating a balance between capability and versatility is essential in a modern double-cab truck, and the Fullback combines both.

The front end is from the high-end SUV mould, with swept-back headlamps, a bold grille and chunky bumper and wheel arches.

A strong style line in the body runs from front to rear, emphasising the impression of strength and sturdiness, while all versions of the Fullback come with alloy wheels as standard. The load bay is up to 1.52m, and it can carry a 1,000kg payload. The Fullback can also tow a braked trailer up to 3,100kg.

It has ground clearance of 205mm to cope with tough terrain, and all versions have four-wheel drive. Double wishbone suspension at the front gives a car-like feel, while the rear live axle and leaf springs ensure better load-carrying.



PRICES

The Fiat Professional Fullback is priced from £21,695 (excluding VAT) for the SX, with the manual LX priced at £23,845 (excluding VAT). The Fullback Cross is priced at £26,495 (excluding VAT). The automatic transmission versions are available on the LX and the Cross, with an additional £1,400 (excluding VAT).

All Fullback models are covered by a three-year/100,000-mile manufacturer warranty, with service intervals of 12 months/12,500 miles.

INTERIOR AND EQUIPMENT

The Fullback range has two main equipment grades aimed at business users: SX and LX. There is a more style-oriented Fullback Cross, based on the LX, which offers more of the features that retail customers expect, and a higher level of sophistication in its appearance.

The Fullback's dashboard has a two-tone finish provided by satin silver accents, while three passengers can fit in the rear with ease.

The SX is the entry point to the range, offering a 150PS version of the 2.4-litre common rail turbo diesel engine, and comes with standard remote central locking, electric windows and mirrors, Bluetooth connectivity (phone and music streaming), DAB radio, a leather-trimmed steering wheel and gear knob, steering-wheel mounted remote audio controls, air conditioning (including rear vents), Start&Stop when idling, front fog lamps, a tubular side step as well as a range of safety features.

Standard equipment on the 180PS LX includes keyless go, leather upholstery, electrically-adjustable and heated front seats, dual-zone climate control, bi-xenon headlamps with washers, a body styling kit, privacy glass and a 6.1-inch touchscreen infotainment system with DAB, Bluetooth connectivity and satellite navigation. Lane departure warning, a reversing camera and a 'touring' suspension are also included in the LX. When equipped with a five-speed automatic transmission (optional on the LX and Fullback Cross), it also features an upgraded seven-inch infotainment system and transmission paddle gear shifters.

The Fullback Cross features a range of interior and exterior upgrades, including a grille with matt black ingots, a satin silver skid plate, eye-catching black details and revised larger side steps.

A unique textured black sport bar gives the Fullback Cross a sleeker silhouette and suggests a more dynamic profile. The model's individual look is completed by the new all-black cargo space, with the Fiat logo in relief and customised 17-inch black alloy wheels. Also Fullback Cross offers rear parking sensors and soft tailgate opening system.

SAFETY AND TECHNOLOGY

The Fullback comes with a wide range of safety features, many of which are not always associated with pick-up trucks.

There are seven airbags (including a driver's knee airbag), advanced electronic stability control (ESC) with traction control (ASR), trailer stability assist (TSA), LED daytime running lights, hill start assistance and cruise control with a speed limiter.

The standard SX transmission comprises a six-speed manual gearbox with on demand four-wheel drive system, with three electrically-selected settings: 2H, 4H and 4L.

The Fullback LX and Cross have four drive modes: 2H, 4H plus 4HLC and 4LLC, with a locking central differential for improved traction. The central differential, supported by three electronically controlled clutch modes, manages torque transmission to the wheels in real time based on road conditions and speed.

ENGINES AND TRANSMISSIONS

The Fullback is powered by a 2.4-litre four-cylinder turbo diesel, with 150PS in the SX variant and 180PS in the LX and Fullback Cross.

The standard variant produces 380Nm (280lb-ft) of torque from 1,500rpm, with the more powerful version hitting peak pulling power of 430Nm (317lb-ft) at 2,500rpm for both the six-speed manual or five-speed automatic.

The 150PS engine has CO₂ emissions of 180g/km, and fuel consumption of 40.9mpg on the combined cycle, while the 180PS manual has figures of 186g/km and achieves 39.8mpg. The automatic version of the 180PS engine produces CO₂ emissions of 196g/km, with fuel consumption of 37.7mpg on the combined cycle.



Fiat Talento

The Talento is the ideal workmate for professionals on city streets and major roads thanks to its generous load capacity, great versatility and ability to adapt to the most diverse needs of its customers.

It is available with a choice of single turbo and twin turbo Euro 6 1.6-litre diesel engines, with four power outputs ranging from 95hp to 145hp.

From a design standpoint, the new Talento is compact and well-proportioned. Its squared-off rear end allows for ample inner space and a high load capacity while giving the Talento a broad stance.

Nine different body styles are available, with standard and high roof panel vans in short and long wheelbase form.

The Talento's maximum load volume is 5.2m³ in short wheelbase models, 6m³ in long wheelbase versions and 8.6m³ in the long wheelbase high-roof derivatives.

Additionally, the range includes long wheelbase people carriers and crew vans, and a long wheelbase platform cab.

Under the passenger seats, an ample storage area allows objects up to 3.75m in length (or 4.15m for LWB versions) to be carried, by sliding them into a bulkhead opening.



A variety of compartments inside the cabin provide an additional 90-litres of storage.

Standard equipment includes remote central locking with deadlocks, 1-touch down electric front windows, LED day running lights, DAB radio with Bluetooth hands-free

connectivity, nearside side loading door, full width bulkhead, height-adjustable driver's seat with armrest and a full size spare wheel.

The SX models in the range add air conditioning, rear-parking sensors, upgraded interior trim and enhanced exterior detailing.

Fiat Doblò Cargo

The fourth-generation Fiat Doblò features excellent dynamics, high levels of occupant comfort and best-in-class load and volume capacities.

A choice of 1.3-litre and 1.6-litre turbo-diesel engines offer an equal balance of responsiveness and efficiency.

Both the 90hp 1.3 MultiJet II and 105hp 1.6 MultiJet II engines are available in EcoJet versions, which makes it possible to achieve a fuel economy figure of up to 64mpg and CO₂ emissions of just 115g/km.

Safety is a top priority and the Doblò offers a suite of driver aids including Electronic Stability Control, Hydraulic Brake Assist and a Hill-Holder system.

With one of the widest ranges of load volume and carrying capacity derivatives in the market there are versions to suit all needs, including short- and long-wheelbase versions of low and high-roof models, Combi variants with a second row of seating and the Work-Up pick-up.

The load bay is defined by a flat floor with minimal wheel arch intrusions. It has a maximum payload of up to one tonne and the load area can be specified up to 5m².

Standard features on all models include full bulkhead, over head storage,



electric windows, central locking and a speed limiter.

The SX adds bulkhead soundproofing and load area PVC lining, as well as front fog lamps, electrically adjustable and heated door mirrors with body-coloured covers,

remote control central locking, height adjustable driver's seat and an upgraded stereo with MP3 compatibility.

Range-topping Tecnico models benefit from air conditioning, rear parking sensors, Bluetooth and a satellite navigation system.

Fiat Fiorino Cargo and Combi

As the sector's first small-van, the agile Fiorino is perfect for use in cities.

It has a maximum 2.8m³ load space which can carry a payload up to 660Kg and is accessed via two wide opening rear doors or the sliding side door.

Thanks to a folding passenger seat, there is space for a load measuring up to 2.5 metres in length.

The engine line-up consists of both petrol and diesel units, with the Euro 6 1.3-litre MultiJet diesel achieving up to

74.3mpg with CO₂ emissions of just 100g/km, when paired with the Comfort-Matic robotised transmission.

Safety systems include driver's airbag, electronic stability control with ASR, HBA, and Hill Holder. Parking sensors and front passenger and side airbags are available as options.

There is a five-inch colour touchscreen infotainment system, including Bluetooth with audio streaming, USB, Aux and commands on the steering wheel. This can also be upgraded with a Navigation System.

Storage compartments throughout the cabin allow large items such as bottles, A4 block notes or tablets to be kept securely, while a spacious glove compartment can stow personal effects and working documents, including a laptop. Additionally, the centre console provides a cup-holder, 12V power outlet and 5V USB charger.

An optional document holder provides the ideal solution for keeping documents, notes and roadmaps within easy reach.

Combi versions feature an additional row of seats, with space for up to five passengers, yet can still carry a payload up to 170Kg. The seats can be folded or removed, allowing a load volume of 2.5 m³.



Fiat Ducato

Having celebrated its 35th birthday last year, the Ducato has become a worldwide icon. It is sold in more than 80 countries with more than 10,000 configurations.

The latest-generation Ducato offers class-leading efficiency thanks to its range

of fuel-efficient Euro 6 diesel engines. By employing a Low Pressure Exhaust Gas Recirculation system (LPEGR) to lower NO_x emissions, Ducato does without the complexity, weight and costs associated with emission additives such as Adblue.

The engine range includes a 2.0-litre 115PS MultiJet II which can achieve up to 47.9mpg on the official combined cycle with CO₂ emissions of just 157g/km.

At the top-of-the-range is a powerful 180PS 2.3-litre MultiJet II which can still deliver 46.3mpg and 160g/km. Long service intervals of up to 30,000 miles help to minimise running costs.

There are three wheelbases, four lengths and three heights offering load space from 8m³ to 17m³ and a payload of up to 2,110Kg on the Ducato Maxi.

The load compartment is square and even, meaning every last bit of space can be used. It is between 2.6 metres and 4.07 metres long and up to 2.17 metres high.

With the width between the wheel arches at 1.4 metres, a Euro pallet can be loaded quickly and easily.

Ducato is additionally available as a crew van, with seating for up to seven people, a dropside truck and a three-way tipper.

All models feature a Bluetooth radio with optional five-inch touchscreen system or satnav available too. A reversing camera, parking sensors and lane departure warning are also available for ultimate peace of mind.



Mopar: servicing customers' needs

Aftersales are key if the customer is to be truly satisfied, and across the whole FCA group that's the job of Mopar



FCA BUSINESS CENTRE

Dealers on the Business Centre Programme must deliver the following standards, although these are standards expected of any FCA dealer across the network:

- Mopar Fleet and Business centre service specialist – must be permanent member of staff with clearly defined roles and responsibilities
- Operate the minimum number of courtesy vehicles in line with requirements to support customer mobility
- Enrol in the Mopar Fleet Advantage central billing scheme
- Agree to national fleet labour rates and parts discounts for fleet and business customers
- Opening hours must exceed 50 hours per week
- Enrol in FCA tyre programme to promote tyre-related services
- Provide a dedicated hot desk for business customers with complimentary wi-fi and phone charging
- Offer Mopar Vehicle Protection Contracts
- Complete all fleet training modules
- Wash all customer vehicles during workshop visit
- Complete a health check for every workshop visit
- Operate a Mopar Express Care mobile servicing van

Once a name synonymous with the classic muscle cars from the USA, Mopar has now become – for the whole of the FCA group – the brand that is linked to anything and everything to do with aftersales. Mopar is the organisation that looks after the customer once they have purchased a Fiat Professional van as well.

It encompasses various activities from warranty repairs and all the loyalty measures that are used to ensure customer service is the very best it can be.

“Part of my job is to raise the awareness and profile of the Mopar brand in the UK and the Republic of Ireland,” says Sebastiano Fedrigo, service, parts and customer care director. “I think it’s a brand within a brand. It’s the only brand that looks after all our products from Fiat, Fiat Professional, Alfa, Jeep and Abarth.”

With 242 dealers and 347 aftersales sites, FCA offers significant coverage of the UK. Research has shown the average customer is just 22 minutes away from their nearest dealer and this number is set to fall as 35 dealers join the network in the next 12 months.

Currently there are 26 fleet and business specialists, with a further 12 expected by the end of 2017. While servicing for specific brands isn’t available at all sites, a number of dealers have both sales and aftersales points for multiple brands.

Fiat Professional is reliant on its network of 74 sales and 162 aftersales dealer sites throughout the UK to look after its customers. Within 12 months it expects a further seven sites to join the network. The key that sets Fiat Professional apart is a widespread group of truck dealers with opening hours and an attitude to VORs that demonstrate best practice in the marketplace. This gives Fiat Professional an edge over the competition in terms of level of service available to customers.

Fleet dealer specialists have strict sales KPIs and must employ a minimum of two dedicated fleet and business managers, each of whom must attend a number of training sessions each year.

“My task is to raise the NPS score. We are here to service our customers’ needs and want to develop the brand to enhance that satisfaction,” says Fedrigo.

The KPIs by which FCA measure are clearly related to satisfaction and loyalty. NPS has already improved by 12% this year and Fedrigo believes if FCA enlarges the scope of its services it will attract more loyalty.

He outlines some of the stages in the Mopar Master Plan, aimed at improving satisfaction and loyalty:

■ “We need to work on connectivity. We are introducing some key concepts of taking data from the car’s canbus system and communicating it to the user or fleet manager to simplify the management of our fleets customers.

■ “We are working very closely with our fleet colleagues to develop a service contract specifically aimed at fleet. It is aimed at giving peace of mind packages to both the end consumer and the fleet manager for extended servicing and oil care.

■ “We offer the Mopar Fleet Advantage Programme, which allows fleets to purchase all their parts with a single invoice at the end of each month (central billing platform).”

■ “One of the other key areas we are working on is accessories related to the products that we are currently offering.”

■ “We also need to improve the availability of our Courtesy Vans. Our programme is very thorough in giving the network the opportunity and peace of mind to provide such vehicles to our users.”

Fast access to parts is imperative for many fleets looking to minimise downtime. At FCA, parts storage is centralised at various warehouses throughout Europe. Dealers can order any parts for overnight delivery, while an intelligent back-office system ensures replenishment of commonly-used parts is seamless. Parts are allowed on VOR terms and next day deliveries, which creates a strong relationship on warranty fixes. This allows the network of dealers to react quickly within the timeframe required to fix the customer’s issues.

To ensure total peace of mind, parts prices are completely aligned across the UK and more frequently aligned across Europe too. The dealer network has also agreed to a national labour rate for fleet maintenance packages.

Fedrigo says: “Fiat Professional is the closest to the fleet business and we have developed various programmes to improve the



“I think Mopar is a brand within a brand. It’s the only brand that looks after all our products”

Sebastiano Fedrigo, FCA service, parts and customer care director

service to fleet customers. The Mopar Fleet Advantage Programme provides bespoke stock replenishment, national service contracts and extended warranties.”

Another initiative ‘fix right first time’ allows a dealer to diagnose a problem quickly and get it fixed. “We understand fleet customers need their vehicle repaired quickly,” explains Fedrigo.

It allows the dealer to order all the parts related to the fault on next-day delivery so they are sure that when they come to fix the vehicle they have everything they need. Any parts not required can be returned with no charge to the dealer or customer.

“This is good for fleets because the diagnosis phase usually happens there and then. We can then get all the parts we need and apply the repair as quickly as possible. It’s one very effective way the dealers can quickly react to issues that fleet customers have.”

All Fiat Professional vehicles come with a two-year unlimited mile warranty, and, in addition, UK customers also benefit from a further limited mileage 12-month dealer warranty. A one-year, 24/7 roadside assistance service is offered across the range for all business customers, which increases to three years for the Fullback model only.

In addition, business customers are promised round-the-clock availability in workshops with no need for an appointment.

Chris Lovegrove

TCO MANAGER, FCA UK

FCA took the bull by the horns and addressed the need to devote more time and expertise to TCO by creating a completely new role in the company

Total cost of ownership: a short phrase which means everything to fleet decision-makers who are looking to run efficient van operations.

Fiat Chrysler Automobiles acknowledged this prevailing fleet priority 18 months ago by creating a new dedicated role of TCO manager.

The company's objective was to ensure its cars and vans were fully understood by market influencers so they became a competitive proposition for fleet choice lists.

Chris Lovegrove duly took up this challenge, drawing on his experiences in headquarters and dealerships, in aftersales, network development and marketing during a 14-year career with FCA. His responsibilities encompass all five FCA brands – Abarth, Alfa Romeo, Fiat, Fiat Professional and Jeep.

“My background gives me a holistic view of the market because I can see all sides and can understand everyone’s perspective,” Lovegrove says.

“I had a blank sheet of paper to make the role my own. I worked backwards from the ultimate goal and decided the steps, then called on the advice of other stakeholders within the company but also from pricing guides and leasing companies to get a clear understanding of what everyone wanted.”

He takes an inclusive approach, regularly speaking to parts and servicing on SMR, pricing and service packs, the product teams to harmonise communications and data, marketing for the key messages and the field teams so they are fully informed when talking to their customers and the retail network.

Lovegrove is responsible for all elements of TCO, but mainly the ‘big three’: depreciation, maintenance costs and fuel. Data analysis and benchmarking form a large part of his daily tasks, comparing pricing, performance and specification against key competitors for every model and derivative.

While depreciation is a major influence in the car side, it has a smaller share of the TCO calculation for vans.

“There are fewer noticeable depreciation differences between manufacturers,” Lovegrove explains. “Instead, because vans are higher mileage usage, it comes down to maintenance and fuel costs for cost of ownership.”

Fiat Professional typically offers a three-year/100,000-mile warranty to keep repair costs to a minimum. It works closely with its parts and service division Mopar to monitor a basket of ‘wear and tear’ parts that are most commonly replaced to ensure they are priced competitively. It is also in constant touch with the technical department on new engine development to maximise the servicing schedule.

However, the most important part of Lovegrove’s work on maintenance is to minimise the amount of time a van is off road.

Fiat Professional has a VIP programme for its largest fleet customers and leasing providers, which includes a dedicated call centre to help speed up repairs under warranty. The dealer network also abides by a charter for vans which outlines service level expectations.

Both initiatives ensure that vans entering the dealer network for repair, maintenance or servicing are back out on the road in the shortest possible time.

For fuel, Lovegrove’s influence is limited to ensuring Fiat Professional has the right engine derivatives for the market with eco packs offered as options where possible.

The packs, which include Start&Stop, smart alternator, low resistance tyres and smaller wheels, are available on the Doblò, Talento and Fiorino.

“They are a chargeable option, but this is vastly outweighed by the fuel saving, especially for higher mileage customers,” says Lovegrove. “The eco pack adds up to a 14% fuel saving. You can double your investment back on 15,000 miles (a year) and obviously save a lot more if you do more miles.”

While maintenance and fuel are the biggest elements of van TCO, Lovegrove remains mindful of depreciation.

“With depreciation, there are a few key market influencers that are used as a guideline for future residual values,” he says. “My job is to be a single point of contact for information so there is no delay (in setting the values).

“I am the middleman with the product teams to ensure the market influencers have as much exposure to new products as possible so they can make a fair judgement.

“With the leasing companies, they have to understand why the pricing guides have made their decision. But they also have to experience the product for themselves so we schedule roadshows where we tour our new models for them to drive and listen to product presentations.”

FCA’s desire to improve its communications has been an unqualified success. This year, the company was awarded the *Fleet News* Most Improved Manufacturer trophy with the judging panel of fleets, leasing companies and pricing guides heaping praise on the company for the way it now involves them in the discussion process.

Nowhere exemplifies the improvements that FCA has made on its communications and ownership costings than the van sector, where Fiat Professional has enjoyed huge success in recent years.

With notable contract wins, including Royal Mail and Network Rail, illustrating the big gains it has made in the corporate sector, Fiat Professional has now turned its attention to the retail and SME markets.

Where corporates are spreadsheet and accounting focused, with base-level vans and the most economical engines, SMEs are more emotional, with more powerful engines and higher trim level requirements, such as air-con, sat-nav and leather steering wheels.

“We consider all sales opportunities but with a balance to the future value of our vans,” says Lovegrove. “This year, we are concentrating our effort on small and medium enterprises and the retail side rather than the large corporates. We expect our volume to be significantly up on last year, but with a more diverse portfolio.”

“My background gives me a holistic view of the market because I can see all sides”



Andy Parker

CONVERTER BUSINESS DEVELOPMENT MANAGER

Built for Business lays a foundation for growth. Fiat has embarked on a major programme to offer fleets a range of converted light commercial vehicles

Fiat is in the midst of an ambitious programme to offer its light commercial vehicle customers a full range of converted vans in the next 12 months. The programme will see tipper, dropside, and a variety of Luton models feature on the manufacturer's price list by the first quarter of 2018, with other variants to follow swiftly afterwards.

The expansion of Fiat's successful Built For Business conversion programme is an acknowledgement that both fleets and smaller businesses require specialist vehicles for specific operational needs. The development also recognises that in today's frantic business world, the offer of a complete solution is extremely attractive.

The opportunity to choose, specify and order a converted vehicle from a Fiat Professional dealer price list, rather than acquire a base chassis unit and then arrange for an aftermarket conversion, will save fleet operators time, hassle and headaches. It will also deliver the peace of mind of a factory-style warranty.

"There is a huge demand for converted vehicles now," said Andy Parker, Fiat's converter business development manager. "Every customer wants a vehicle that is right for them, and rightly so. And



we have a body-flexible range of vehicles suitable for a wide range of conversions."

Figures from the SMMT indicate that tippers account for about a quarter of the van conversion market, with dropside slightly behind with a 22% market share, while the Luton variants represent about one in five of all UK van conversions.

"It's an area where we don't currently feature very highly," said Parker. "We do well in other sectors, such as ambulances, and we sold in excess of 500 dropside last year. But we haven't really pushed the tippers and Lutons, and there are an awful lot of fleets and rental companies that use both types of vehicle. As a manufacturer we need to add them to the price list."

Fiat has a burgeoning light commercial vehicle range, with sales up 12.6% in the first nine months of this year compared to the same period of 2016. The recent launch of the Talento medium van and Fullback pick-up have boosted its product offerings, while the Ducato continues to thrive.

The Italian manufacturer already offers a factory-approved Ducato Dropside and Ducato Tipper, in both one-way and three-way types. It will soon be adding a Luton, a low-floor Luton and a low-floor curtain-sider to its range, followed by 14 and 17-seat minibus options in trim levels that will stretch from basic to coach-style luxury.

With its manufacturing plants operating at full capacity, Fiat has turned to specialist converters to carry out the work.

The dropside and tipper are produced by an independent converter close to the Ducato factory in Italy, prior to import to the UK, while the Lutons will all be converted in this country. Fiat UK is now involved in the process of appointing a 'factory-approved' Luton converter, based on the quality of its engineering, financial stability and the competitiveness of its pricing, but without alienating other converters who are already doing this type of work for significant clients.

"Most of the larger corporate fleets have a good relationship with a preferred converter, and more often than not the converter is becoming a bigger part of the corporate decision," said Parker. "It will recommend a particular chassis that is best suited to the conversion that the fleet needs. It's not just the fleet saying, 'I've bought a Fiat Ducato chassis, please can you convert it for me'. While we would always want to be considered, we also recognise that we need to work more closely with UK converters so that we are within the top two or three of their manufacturers. Our base vehicles are among the lightest in the industry, so for vans that are payload critical they work very well."

While the Ducato Dropside and Tipper already have European whole vehicle type approval, the other conversions will have at least small series type approval. And with an eye on potential exports, Fiat is also looking for these to have European type approval.

It's just one of the areas where the manufacturer is looking to extend and underwrite peace of mind to commercial vehicle operators. The 'factory-converted' tipper and dropside are covered by the same 24-month, unlimited mileage manufacturer warranty for parts and labour as the standard panel van (the third year cover is a dealer warranty). With the locally converted products, Fiat will ensure that its own two-year warranty of the base vehicle is matched by the converter for the conversion unit.

"It will either be a back-to-base warranty, or, in most instances, converters will have a mobile fleet of repairers on the road to repair vehicles on site," said Parker.



For routine service and maintenance, technicians from Fiat Professional's UK network of about 80 dealers (there are more franchised parts and service outlets than sales outlets) will be trained in the mechanics of the conversions at the manufacturer's in-house university, with dealer workshops further supported by a technical helpline.

It's all part of a comprehensive programme to maximise vehicle uptime and minimise downtime.

Further support for customers will come from Leasys, part of the FCA Bank Group, which provides contract hire and fleet management solutions for business customers of all sizes.

Looking ahead, Parker is keen to launch the expanded Built for

Business initiative as soon as possible, with a target of the first quarter of 2018, and ideally as early as January.

"By the end of next year we need to have converted products in the top five most popular categories," he added. "Tippers and dropside we already have. Lutons will be next, followed by minibuses. We are also looking at car transporters on a 3.5-tonne chassis, and we are investigating insulated vehicles for refrigerated use as well. That's a big market, largely made up of supermarket chains, and we'd like to work with any of the supermarkets. It's a market we are trying to break into with something unique that will tempt them."

There's no doubt that Built for Business is laying serious foundations for future growth.

Delivering LCVs for the demands of the 21st Century

There is so much more to consider for present-day drivers and employers – but FCA is providing the solutions

The main focus of commercial vehicles has always been the cargo, and getting it to its destination efficiently and effectively. But employers now want to consider issues surrounding duty of care to staff, and demand has increased for features that can make the task of driving LCVs easier, more comfortable and ultimately safer.

And as organisations using vans seek to reduce operating costs, fuel efficiency, and the technology that can help improve it, has become equally important. Fiat Professional has always been at the forefront of ensuring vans are efficient, comfortable and available with advanced safety equipment giving operators compelling reasons for choosing its vehicles.

SAFETY

All Fiat Professional vans come with standard ABS with electronic brake force distribution (EBD), electronic stability control (ESC) with traction control (ASR) and braking assistance (HBA). They are also available with a hill holder assistant, parking sensors plus passenger and side airbags as options.

For customers choosing the versatile Doblò Cargo, it includes all the features already mentioned plus the hill holder function as standard, with passenger and side airbags and a tyre pressure monitoring system as options.

In both the Fiorino and Doblò, there is the option of Traction+ variants, giving the tyres improved adhesion in difficult conditions.

The Talento medium panel van has Traction+ as standard, as well as LED daytime running lights, making it easier to notice for other road users.

It is also available with optimal side airbags and window airbags, and a Trailer Stability Assist (TSA) system which provides total stability when towing by automatically modulating engine power and braking force applied to each wheel to harmonise the trajectory of both the vehicle and a wayward trailer. A front parking assist system and a reversing camera (with a display in the rear-view mirror) are also available.

The Fullback pick-up truck also comes with LED daytime running lights and TSA as standard on the entry-level SX, as well as seven airbags, while the LX comes with standard lane departure warning and a rear view camera, helping reduce the risk of collisions on the move or when parking.

Unique safety features on the Ducato large panel van are equally sophisticated, with the stability control system able to reduce the risk of the vehicle rolling during sudden emergency manoeuvres, as well as Load Adaptive Control (LAC) that detects and compensates for shifts in the vehicle's centre of gravity.

The optional passenger airbag is increased in size and volume to take account of the double passenger seat.

Further driving assistance systems are also available, such as rain-sensing wipers, cruise control with a speed limiter (standard on Tecnico), tyre pressure monitoring and dusk-sensing headlamps which can be combined with automatic high beam activation (AHBA).

Traction+ (with hill descent control) is also offered on the Ducato, as well as more advanced systems such as lane departure warning and traffic sign recognition.

FUEL EFFICIENCY

Fiat Professional understands that some fuel efficiency features can take longer to produce payback in lower mileage use, and not all customers are able to wait for those results to appear on the bottom line.

But for those who will see the benefit in improved efficiency, the company offers Ecojet versions that combine several fuel-saving features and reduce harmful emissions.

Smart alternator management, Start&Stop technology, low rolling resistance tyres and revised aerodynamics are among the features that contribute to improved fuel efficiency and lower running costs.

Ecojet is available on Fiorino, Doblò and Talento vans, and could be beneficial to organisations with low carbon strategies, or who have to demonstrate a clear environmental policy when tendering for work.

One feature that combines fuel efficiency with comfort and safety can be found in the compact Fiat Fiorino. The cube van is ideal for multi-drop work in towns and cities, where drivers can find themselves under greater stress than being out on the open road.

The Fiorino is available with an Ecojet version of the 1.3-litre Multijet II diesel engine, which, with a Start&Stop system and Comfort-Matic automatic transmission, reduces CO₂ emissions to 100g/km and provides a level of driving convenience absent from other vans in this class, also helping reduce driver fatigue.

It is also the only van in its class to feature the choice of an automatic transmission.

The Talento optimises the concept of engine downsizing with turbocharging to boost power without compromising fuel efficiency.

Two versions of the 1.6-litre – 95hp and 120hp – use a single turbocharger to deliver ideal performance for city driving. Fiat Professional also offers a choice of twin-turbo Talento models, with 125hp or 145hp outputs, which offer greater comfort for drivers in vehicles used in high-mileage applications.

The 125hp variant is the most fuel-efficient derivative in the Talento range, with CO₂ emissions of 155g/km and 47.9mpg on the combined cycle, while the 145hp engine equals the figures of the 95hp, with 160g/km and 46.3mpg.

The Ducato, the largest van in the Fiat Professional range, is also available with Start&Stop on 130hp and 150hp variants, capable of improving fuel efficiency in urban areas by up to 15%. A gearshift indicator recommends the most efficient gear for the engine speed, giving the driver an additional tool to help reduce fuel consumption. Most engine variants are also available with a Comfort-Matic automatic transmission, which can be 5% more efficient than the standard manual transmission through unique shift patterns and mapping.

THE FUTURE

As a new fuel test regime comes into force with WLTP replacing the previous NEDC system, we can expect to see more technology that delivers measurable benefits in real world driving.

The new tests have been designed to produce fuel economy and emissions performance closer to real world driving conditions.

And as commercial vehicles come under scrutiny from safety organisations, such as Euro NCAP, and with an increasing focus on equipment that can prevent crashes, it is likely to see a greater range of these features and systems on Fiat Professional vehicles as models are updated and replaced in future.



MEET THE TEAM: THE PEOPLE SUPPORTING YOUR FLEET

STEVE WARD NATIONAL CORPORATE LCV MANAGER

**What is your role?**

I am the National Corporate LCV Manager for Fiat Professional in charge of a team of two corporate account managers looking after large corporate fleets who operate more than 500 commercial vehicles.

What is your priority for the next 12 months?

To continue to raise awareness of our product and

services within the LCV marketplace and increase our market share with existing and new customers.

How do you help support fleet customers?

We offer regular review meetings, demos of existing and new product and access to the head office brand team and aftersales team. We work closely with our fleet customers and Fiat Professional dealer network to give the best possible service and support.

NEIL McNICHOLL MOTABILITY AND PUBLIC SECTOR MANAGER

**What is your role?**

I manage the two key channels of public sector (including NHS Trusts and bluelight emergency services) and Motability (including converted vehicles to allow wheelchair access).

What is your priority for the next 12 months?

To assist the launch of key new models from the FCA

brands, such as the new Fiat 500L, all-new Jeep Compass and all-new Alfa Romeo Stelvio. The variety on offer means each of these vehicles will appeal to the different customer in my channels.

How do you help support fleet customers?

I try to find the right solution for the end user from the range of vehicles in the FCA family. There is a perfect vehicle in the range for each job and I like to ensure the needs of the fleet customer are met.

ANDY PARKER NATIONAL CONVERTER BUSINESS DEVELOPMENT MANAGER

**What is your role?**

To work with customers nationally to ensure FCA delivers a premium service so that our product is a bedrock for their business. This means ensuring supply across the year, so issues are resolved at factory level and that we can offer the most flexible solutions to make FCA the first choice for conversions.

What is your priority over the next 12 months?

Making sure Fiat Professional stays as market leader for conversion, by working with customers to ensure we meet their needs. Also to let new customers know the benefits of working with FCA.

How do you help support fleet customers?

My role is to provide the link between customers, factory and ultimately the end user. I provide support in the field at all levels.

PAUL WESTWOOD NATIONAL LCV RENTAL MANAGER

**What is your role?**

I work with all major daily rental companies across the UK to increase the awareness of the Fiat Professional Brand and the diverse product range we offer.

What is your priority over the next 12 months?

To ensure the service to our customers meets their complex needs and demands, which means working

closely with colleagues and external service suppliers to solve issues quickly should they arise.

How do you help support fleet customers?

With one of the largest LCV product ranges available, it's key to ensure my customers and prospects know what a diverse range we have. This enables me to offer solutions across almost any required application or opportunity my customers have.

ANTONIO MINEO NATIONAL FIAT PROFESSIONAL MARKETING MANAGER

**What is your role?**

To ensure we have the right range of vehicles optimised for UK customers to meet all needs and to make sure prospects are aware of our range and customers are kept up to date.

What is your priority over the next 12 months?

It's important to make sure Fiat Professional LCV

retains its strong position. Ensuring our offering remains competitive and making sure customers are aware of the benefits of ownership remains my priority.

How do you help support fleet customers?

I have to make sure our range is as varied as the needs of our customers. We support thousands of businesses every day by providing a first class variety and service.

ANDY WAITE NATIONAL LCV SALES MANAGER

**What is your role?**

I am responsible for the UK commercial vehicle network. We have over 75 dealers nationally and my team and I take real pride in working closely with our partners to deliver our customers a great service.

What is your priority over the next 12 months?

We have an outstanding range of products and

building on the success of our new range with Fullback and Talento is key. Fullback took us into a new sector of the market and has attracted a large number of prospects that would not have previously considered Fiat Professional.

How do you help support fleet customers?

I and my team co-ordinate the networks to ensure every fleet and business customer, no matter the size, receives the right service.

GLENN McCULLEY NATIONAL FLEET SALES MANAGER

**What is your role?**

My sales teams work directly with end-user fleets running fewer than 500 vehicles. They are supported with a dedicated business centre that provides support and advice for customers.

What is your priority for the next 12 months?

This year we put in place the business centre with our

award-winning ROI to provide a best-in-class service for our customers. Building on this will be critical. We have built an industry-leading dealer fleet specialist programme and we will be expanding this programme across the network.

How do you help support fleet customers?

My team creates bespoke packages for customers, and works with the dealer network to deliver a seamless service.



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NO WAIT, THIS
IS CHUCK NORRIS.
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BE CHUCK OR BE PRO



PROFESSIONAL

A PRO LIKE YOU

Fuel consumption figures for the Fiat Professional Fullback range in mpg (l/100km): Combined: 37.7 (7.5) - 40.9 (6.9). CO₂ emissions 180/km - 196g/km. *Business Contract Hire. Fiat Professional 2.4 180hp LX Double Cab Pick Up MY17 (incl. metallic paint at £400 excl. VAT) Initial rental of £2,061 followed by 23 monthly rentals of £229, excl. VAT & maintenance. Based on 10,000 miles p.a. Excess mileage charges apply. Vehicles must be ordered between 10/10/17 and 31/12/17 and registered by 30/06/2018. Subject to status. Guarantees may be required. Ts&Cs apply. Leasys, SL1 OWU. Vehicle shown has optional sports bar at £477.75 excl. VAT which will increase your initial rental by £139.20 and monthly rental by £15.50. LEASYS



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