



How partnership keeps UK fleets moving

In today's fleet market, reliability isn't optional – it's essential. Businesses expect (and need) solutions that keep vehicles on the road and promises intact.

Green Flag, one of Britain's most trusted rescue brands, combines award-winning roadside expertise with investment in technology. This gives fleets confidence, visibility, and control, keeping vehicles on the road and promises intact.

Recognised as Fleet Recommended 2026, Green Flag's business-to-business model helps fleets reduce downtime, improve visibility and deliver on customer expectations.

Trusted by leading fleets

Across leasing, rental, and manufacturing, respected brands are choosing Green Flag for its combination of speed, insight, and customer care. Recent partnership wins with Dawsongroup, Northgate, and Geely Auto UK show how collaboration is redefining roadside support.

"Our customers depend on predictable uptime and it is our commitment to support these requirements. Green Flag's national footprint and collaborative approach strengthen our delivery model – through busy peaks and unplanned events alike." – Dean Ryan, Supply Chain Manager, Dawson Group Vans.

"We were immensely impressed by Green Flag's customer-centric culture, focused on supporting drivers and getting vehicles back on the road as quickly as possible. This is incredibly important for our community of business customers, whose livelihoods are directly impacted by the ability to keep their vans on the road and for our personal customers who rely on a partner who will rescue them quickly and safely from the roadside." – Neil McCrossan, Managing Director, Northgate.

"As a new entrant to the UK market, Geely Auto needs a roadside assistance partner that has a strong focus on customer care – but with the capability for modern diagnostics. This is why we are working with Green Flag, as they can combine technical capability with



the national coverage our customers will demand." – Richard Greenfield, Head of Regional Aftersales, Geely Auto UK.

What sets Green Flag apart? Equal service for every partner

Whether supporting a national leasing business or an independent rental operator, every customer receives the same priority. A Net Promoter Score consistently above 70 reflects a culture built on fairness, empathy, and results.

Collaboration over contracts

The B2B model centres on partnership, not paperwork. Teams work alongside each partner to fully understand commercial goals and co-design solutions – from pay-on-use rescue frameworks to fully integrated fleet programmes – ensuring alignment with business outcomes.

Proof you can rely on

When the job's done, you need evidence that your customers received the exact service you were promised. Green Flag offers dashboards that are regularly updated with full job details, whether open or completed. This is alongside verified performance reports on every rescue, covering fix-at-roadside rates, completion times, and regional trends.

Clear, timely insights help you demonstrate service quality, plan more effectively, and uncover efficiencies to reduce downtime and costs.

We handle the rescue. You stay in control.

Scale that delivers

Green Flag's patrol capabilities and smart network continue to grow, with over 100 new dedicated patrols complementing a national network of over 3,000 technicians and recovery partners. This expanding footprint improves coverage, response times, and resilience across mixed car, van and EV fleets.

The road ahead

As fleets demand greater transparency and resilience, Green Flag's commitment remains constant: reliable rescue, powered by partnership.

With growing patrol capacity, technology that drives smarter decisions and cost savings, and a relentless focus on customer outcomes, Green Flag is here to help UK fleets deliver on expectations with confidence.

GREEN FLAG

**RELIABLE
RESCUE.
PROVEN
PARTNERSHIP.**



See how Green Flag can keep your fleet moving: greenflag.uk/fleet

GREEN FLAG
NOTHING BEATS NEAR

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