



Do you want to electrify your fleet?

With Webfleet you get it done.

You know where you want to take your business. We give you the power to get there. Reduce fuel usage, improve safety, boost productivity - no matter the focus, Bridgestone's globally trusted fleet management solution gives you the data insights and tools you need to make it happen.

Full steam ahead for the e-mobility revolution



Beverley Wise,
Regional
Director at
Webfleet
Solutions for
Bridgestone
Mobility
Solutions,
underscores the
critical nature
of the e-mobility
challenge.

The UK may have delayed the ban on the sale of new petrol and diesel vans, but the urgent need for the transport sector to take assertive decarbonisation action remains.

Prime Minister Rishi Sunak's decision to push the ban back five years to 2035 has given fleet operators a brief reprieve as they set their sights on switching to electric vehicles (EVs).

They now have a little more time to evaluate the latest battery and charging technologies and the prevailing public charging infrastructure. They also have a little breathing space to explore opportunities to connect depots to the grid and to refine fleet policies.

The ethical, reputational and economic reasons for transitioning, however, have not diminished and they would be wise to resist any temptation to rest on their laurels.

Despite the postponement, 2035 is just more than a decade away, and companies transitioning to electric fleets at an early juncture - embracing the chance to spearhead eco-friendly and forward-thinking transport solutions - will find themselves well-equipped for a future dominated by the electric powertrain.

The digital keys to unlocking change

Utilising telematics platforms designed for EV management allows fleet operators to plot the most cost-efficient pathway to electrification.

Significantly, they can help determine if the typical routes and distances covered by conventional fossil-fuelled vehicles are feasible with electric equivalents.



For example, by being able to anticipate its exact energy needs, this functionality recently gave Nottinghamshire-based Mitchells of Mansfield the confidence it needed to become the UK's first operator of an 18-tonne Renault E Tech D Wide electric truck.

Webfleet's latest software innovations enable businesses to plan driver routes that take account of vehicle battery levels and capacity, average energy consumption and charge point locations.

Fleet operators can also monitor the energy efficiency of their vehicles and drivers, assess energy reclaimed through regenerative braking, and access detailed reports on energy consumption in kWh used per vehicle each day. Furthermore, charger connection insight reports can help to ensure vehicles are charged at the most cost-effective times of day and are ready for operation when needed.

Shared best practice

As the e-mobility revolution gathers pace, the import of sharing knowledge and best practice insights to enable fleet managers to benefit from the experiences of early adopters cannot be underestimated.

By doing so, common pitfalls can be avoided, strategies can be evaluated,

refined and disseminated industry-wide and those with a successful track record are likely to be more readily adopted.

Moreover, knowledge exchange can improve the business case for EVs, ensuring a smoother transition by demonstrating the tangible benefits and returns on investment to stakeholders.

A reassuring spirit of collaboration and collective learning is emerging and opportunities for businesses to acquire critical knowledge and expertise can be found in a range of resources, dedicated forums and events, such as Webfleet's EV Lounge.

Energising growth

Progressive fleets are not just recognising their environmental duties, but also playing a pivotal role in establishing benchmarks for sustainability within the industry.

As business customers grow more eco-aware, fleets that fail to prepare for an electric future may find themselves at a competitive disadvantage.



For more information contact webfleet on 0208 822 3605 or visit www.webfleet.com



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Let's drive business. Further.

