

Better Driver Education for Fleets – Technical Innovations to encourage eco-safe driving


Noyle Fleet Solutions

“Fleet Excellence in Action”




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Noyle Fleet Solutions is a company dedicated to providing the UK fleet industry with advice and support that:

- *Is creative and innovative*
- *Makes economic and environmental sense*
- *Meets the individual needs of fleets*



The fleet industry needs exciting and innovative solutions that lead the way in reducing carbon, improving local air quality, modernising fleet design and saving companies money

Issues for today

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- Climate change
- Oil and fuel
- Duty of care

Underpinning this is...

- Recession, taxation and saving money for our businesses
- **Eco Safe driving and technology saves money!**

Climate Change issues

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- In the UK some 20% of total carbon comes from Transport - And its rising! – dipped in last 12 months due to recession
- Do you believe in climate change or not?
 - Does it matter? - No!
- Governments/Most scientists do!
- The Government [yes all of the options!] are behind the reduction of carbon and emissions
- All manufacturers are progressing quickly with low carbon vehicles
- Our Fiscal/legislative policies are being further developed to improve CO₂ - BIK; VED; NI; Capital gains etc.....
- Each budget increases the environmental pressure
- Our fleets will continue to change in the coming years



Oil and fuel issues

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- By 2020 Europe will import over 90% of its oil
- The cost of extraction is increasing
- Proven reserves well over a trillion barrels will last about 50 years at current rates – have we peaked?
- But there is increasing demand from China and other emerging countries – 60%+ year on year
- Geo-political instability and increasing extraction costs means fuel prices are bound to increase – where is the Oil?
- We have to find alternative technologies and fuels for vehicles and driver now and use them
- It will not be cost effective to use oil for fuel long before oil runs out
- We must reduce our consumption and change the way we operate while planning for new technologies



Duty of Care

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- Company risk assessments
- Driver and driving risk management
- Driving licence checking – on line solutions
- Innovative Telematic solutions
- Ensure compliance with HSE Driving at Work regulations
- Working with leading Risk Management and Insurance companies
- Driver training - online and in-car
- What has this got to do with sustainability?
 - ❖ Eco driving and reduced risk – saves money and CO₂

Reduce risk – reduce cost

Better driving education for fleets – technical innovations to encourage eco-safe driving

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- So what does this title mean?
- For many – common sense
- Using knowledge to reduce cost and emissions
 - From company perspective
 - From drivers perspective
- Everyone has a part to play
- Also to use current and emerging technology to improve knowledge and empower all stakeholders
- Never has the fleet industry had so many resources available to improve knowledge through information and data gathering

Resources

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- Manufacturers
- Car showrooms – labelling
- Leasing/fleet management companies
- Informatics [yes Telematics!]
- Fuel card companies
- Mobile phone/PDA technology
- Government - OLEV
- VCA
- Internet
- LowCVP and EST

| Fuel Economy | | Supermini Special |
|--|------------------------------|-------------------|
| CO ₂ emission figure (g/km) | | |
| <109 A | | B 117 g/km |
| 109-139 B | | |
| 140-169 C | | |
| 170-199 D | | |
| 200-239 E | | |
| 240+ F | | |
| Fuel cost (estimated) for 12,000 miles | | £662 |
| VED for 12 months | | £85 |
| Environmental Information | | |
| A guide on fuel economy and CO ₂ emissions which contains data for all new passenger car models is available at any point of sale free of charge. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO ₂ emissions. CO ₂ is the main greenhouse gas responsible for global warming. | | |
| Make/Model: Supermini Special | Engine Capacity (cc): 1399 | |
| Fuel type: Diesel | Transmission: 5 speed manual | |
| Fuel Consumption: | | |
| Drive cycle | Litres/100km | Mpg |
| Urban | 5.4 | 52.3 |
| Extra urban | 3.8 | 74.3 |
| Combined | 4.4 | 64.2 |
| Carbon dioxide emissions (g/km): 117g/km | | |
| Important note: Some specifications of this make/model may have lower CO ₂ emissions than this. Check with your dealer. | | |
| The Motor Industry Training Centre | | |
| LowCVP | | |
| Department for Transport VCA | | |

The list goes on.... Are you maximising these resources?

Some tools

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Some of the tools we can use:

- Fuel efficiency labels – showrooms, VCA and web
- Whole life cost models
- Fuel card data
- Expenses reporting – mileage management
- Miles per gallon – yes OK litre in today speak
- Telematics and journey management
- Speed limiters
- Mileage elimination tools – telephone/web meetings
- Travel plans – don't always use a car
- Training – eco training – speed reduction
- Alternative technologies – hybrid, electric, gaseous etc.

To highlight a few....

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Fuel efficiency labels

- Devised by the LowCVP to empower buyers
- The obvious - car buyer see the impact of the vehicle
- But fleet operators have the same data

But what else?

- Design internal car schemes based on the data
- Incentivise low carbon choices
- Measure vehicle carbon performance
- Monitor and manage MPG's use the emissions data
- League tables
- Whole life costs
- Used vehicles and vans to come....

To highlight a few....

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Eco Training

- Its been around for years – yes driver training
- Specialist programs based on measuring results
- Training can – reduce fuel costs by 15%
- 15% reduction in CO₂ = 15%+ gross saving in costs

➤ But what else?

- Less incidents on the road – lower premiums
- Improved driving skills – less downtime
- Reduced vehicle maintenance costs
- **Example:**
 - Fleet of 200 vehicles doing 18,000mpa average
 - = total miles per annum 3.6m – 15% improvement saves
 - £84,166 per year [average of £420 per driver]
- Cost of sales for business 8% this means £1.05m less sales

And more....

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Telematics

- I hear time and time again that telematics are understood
 - In fact to be honest telematics are just electronic data boxes
 - What is special is what you do with the data
 - Huge range of data available....
 - If the exception data is used correctly up to 20% can be saved on larger vehicles
- But what else?
- Improved productivity
 - Reduced risk
 - Lower insurance premiums are possible
 - Manage speeding by road type
 - Drivers are more accountable
 - Extendable to PDA and screen based business systems

To highlight a few....

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Grey fleet management

- Every mile driven on behalf of an organisation in an employees vehicle IS grey fleet mileage
- You are responsible under duty of care and should check:
 - Driving licence
 - Insurance
 - Vehicle excise duty
 - MOT
 - Service history
 - And record details for the lot!
- Costs many companies 40ppm
- You should monitor the mileage and CO₂
- All grey fleet is part of an organisations carbon footprint
- Older more polluting and unreliable vehicles
- Include salary sacrifice, cash for car etc...
- Use technology to manage this area – Greyfleet Care and mileage management

To highlight a few....

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Limiting speeding

- Reducing your speed from 85mph to 70mph reduces your emissions by 25%
 - But don't forget all speeding over the posted limit does the same
 - Introduce speed limiters where possible
 - Telematics reporting – MPG reporting from fuel cards
- But what else?
- Again less incidents on the road – lower premiums
 - Cheaper maintenance
 - Less carbon emissions
 - Safer drivers with less downtime
 - Reduced fuel costs – 25% what would an average reduction in your fuel budgets of say 10% do for your business?
 - Plus the improved environmental position

Company changes?

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- Fleet Managers and Directors now recognising the fiscal, operational and environmental benefits of green fleet
- Fleet acquisition and disposal analysis being changed
- Company car schemes being re-designed and new implementations taking place
- Environmental modelling and carbon foot printing
- CO₂ reduction techniques being applied to all professional fleet operations
- WRRS auditing and analysis being included
- Telematics now becoming popular and inexpensive
- HSE Compliance and management even more crucial
- Fleet Management is changing

Conclusions

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- Expenses management
- Creating league tables
- Company travel plans
- Pool vehicle and Car Sharing schemes
- Hybrid's; electric vehicles; gas vehicles etc
- Use whole life cost models
- Take control of all available data and use it
- Design all your fleet strategies and Work Related Road Safety policies around environment, eco driving and safety

So my final thoughts....

- Better driver education for fleets
 - **You cannot educate others until you understand it yourself**
- Technical innovations to encourage eco-safe driving
 - **Some technologies will need investment – ensure that a careful analysis of the return of investment on all options is fully considered; however exclude NOTHING until its full understood**

Thank You

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