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

## **Noyle Fleet Solutions**



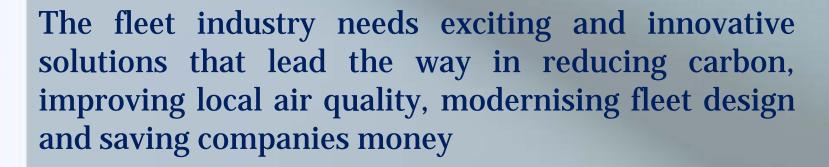
### Noyle Fleet Solutions?

"Fleet Excellence in Action"



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



## **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



- 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 CO<sub>2</sub> - BIK; VED; NI; Capital gains etc.....
- Each budget increases the environmental pressure
- Our fleets will continue to change in the coming years

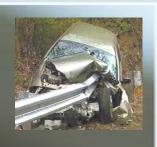
### Oil and fuel issues



- 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

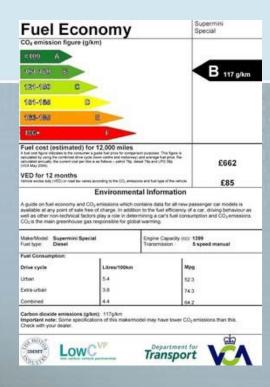
Reduce risk – reduce cost

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

- "Fleet Excellence in Action"
  - 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

- "Fleet Excellence in Action"
- 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



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.

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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....

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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  $CO_2 = 15\%$ + 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

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### **Grey fleet management**

- Every mile driven on behalf of an organisation in an employees vehicle IS grey fleet mileage
- Your 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 CO<sub>2</sub>
- 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

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#### **Limiting speeding**

- Reducing your speed from85mph 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 psoition

## Company changes?

- "Fleet Excellence in Action"
- 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
- CO<sub>2</sub> 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**

- "Fleet Excellence in Action"
- 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**

