

fleetco^{no}.petence insight

7 Steps to effectively implement electric vehicles in your fleet



No.2
2024

Strategic insights for
implementing a sustainable fleet



Join the electric movement: the future of corporate fleets



INTRODUCTION



9min
READING TIME

To combat climate change, we must halve [global greenhouse gas emissions by 2030](#). Companies are taking responsibility towards their customers, consumers, shareholders and regulators with a clear strategy to improve health and quality of life. As part of their commitment to sustainability, a large and ever-growing number of companies are embarking on the initiative to transition 100% of their corporate fleet to electric vehicles in the foreseeable future.

This strategic paper addresses the implementation of an electric vehicle (EV) policy and ties it to the broader goal of sustainability. It provides a comprehensive guide on implementing an EV fleet, addressing common concerns and providing practical steps for success.

4 Tips to kick-start your EV transition



Zero emissions are becoming a reality, but what if your company – or the country in which you operate – is not quite ready to fully transition to electric vehicles? Here are 4 tips to help you kickstart your journey towards an electrified fleet:

1st

Start with the shared vehicles, such as pool cars, and by installing workplace chargers.

2nd

Allowing EVs in your car policy rather than excluding them will enable 'early adopters' to switch to electric as soon as they are ready.

3rd

To lower the barriers to EVs for drivers, include the home charging solution as part of the lease contract.

4th

Leading by example is an effective method for introducing EVs within your organisation, so provide EVs for the senior management.

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Electric vehicle trends

In the EU, the market for electric vehicles concluded 2023 with a solid 13.9% expansion compared to 2022, reaching a full-year volume of 10.5 million units. Battery-electric cars established themselves as the third-most-popular choice in 2023. The overall volume of pure electric vehicles for the full year of 2023 surpassed 1.5 million units, reflecting a substantial 37% increase compared to 2022. Meanwhile, the market share of battery-electric cars reached 14.6%.

NEW EV CAR REGISTRATIONS BY MARKET

New car registrations 2023
524.219 2.346

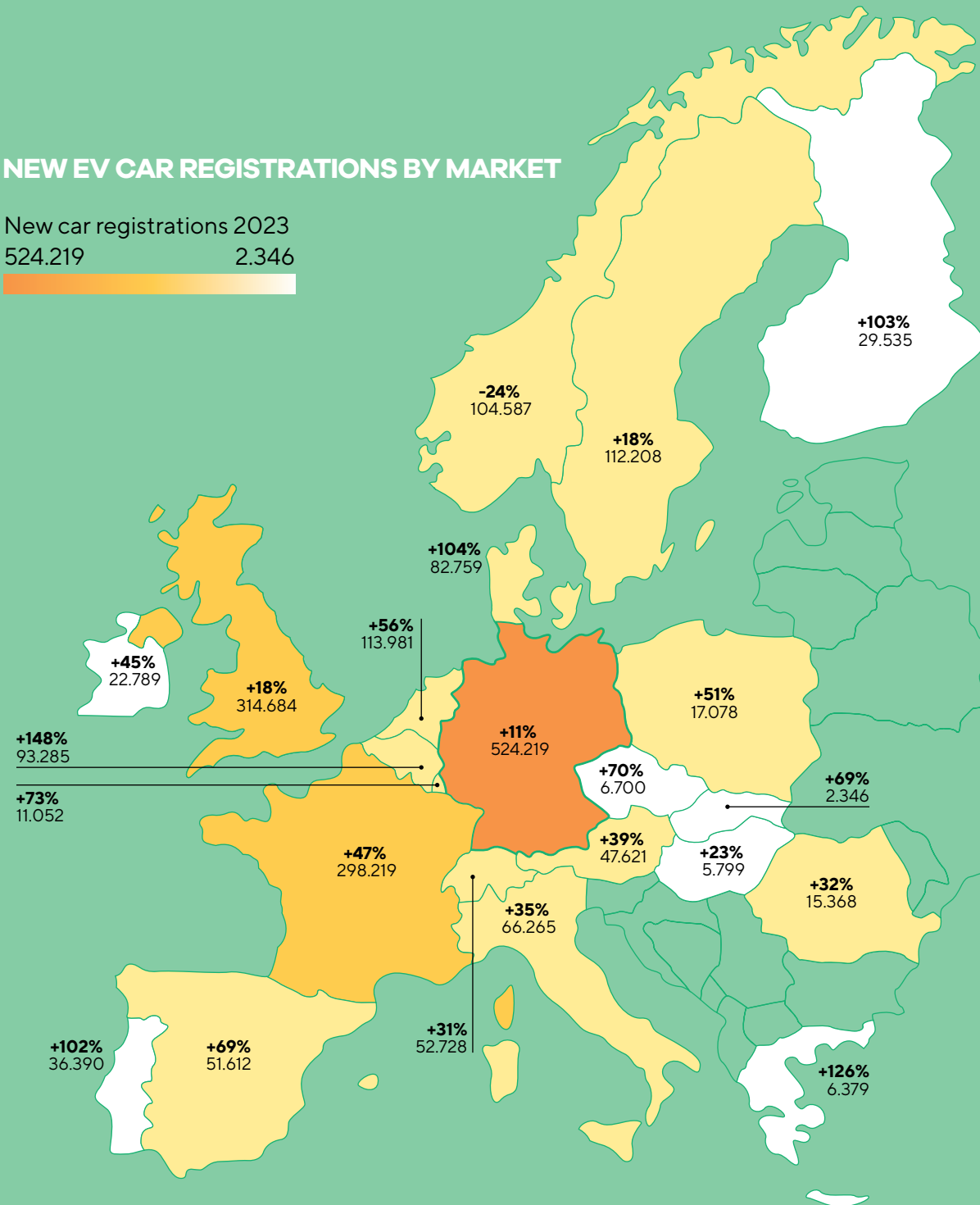
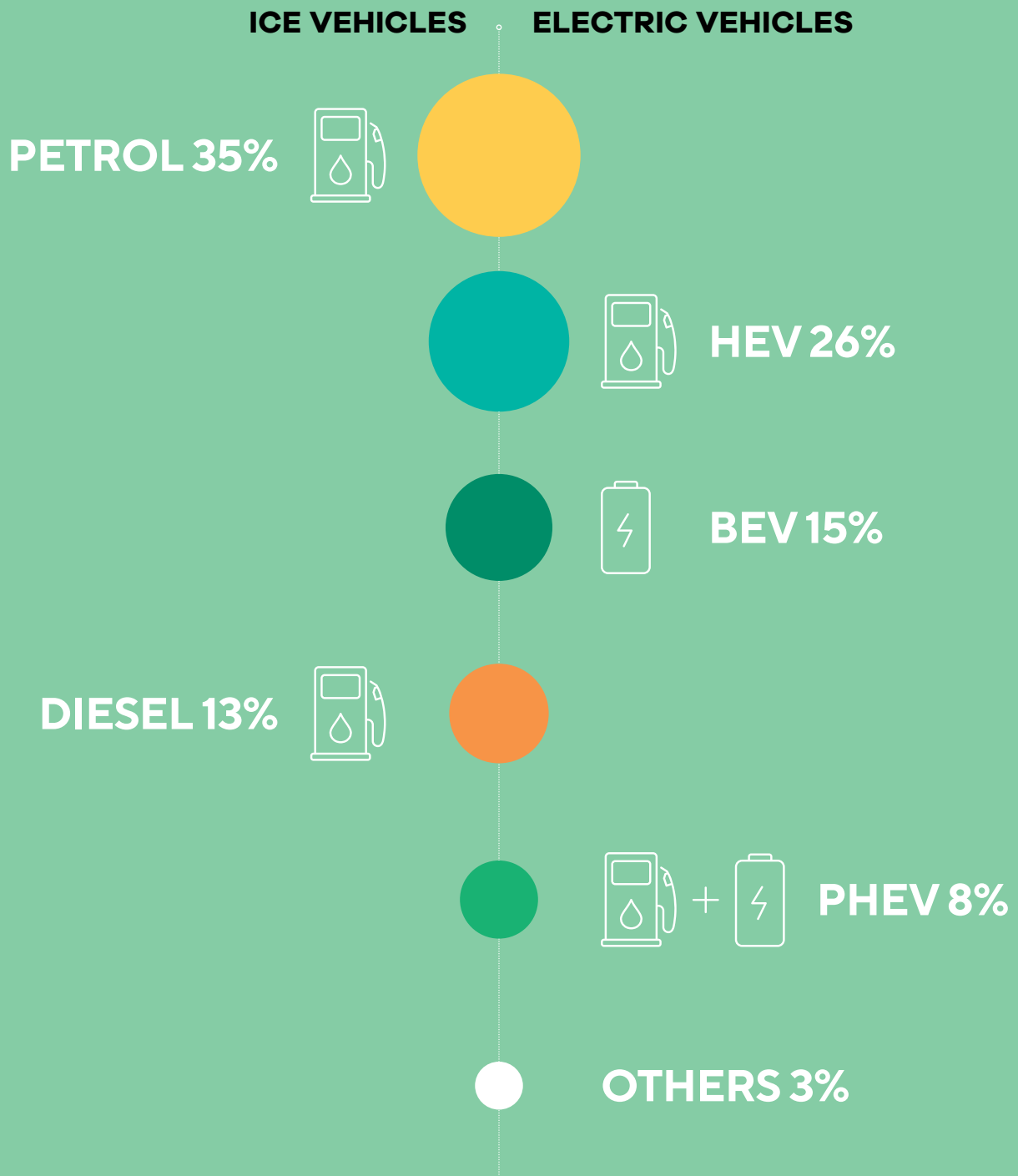


Image 1: Share of Battery Electric Vehicles in the EU 2023 and their relative growth compared to 2022. Source: ACEA new car registrations, EU - 18 January 2024

2023 SHARE OF POWERTRAINS

In 2023, new EU registrations of hybrid-electric cars contributed to a cumulative 30% increase, resulting in over 2.7 million units sold (equal to a quarter of the EU market share).

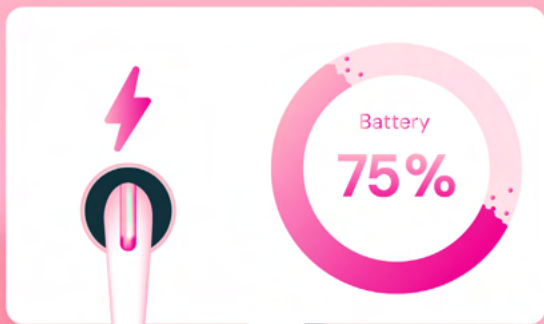
In contrast, the EU plug-in hybrid electric market decreased by 7% compared to 2022 and now represents a 8% market share.



(ACEA new car registrations, EU - 18 January 2024)
Image 2: Share of powertrains in the EU 2023



The benefits of implementing an EV policy



Implementing EVs in the company car fleet can be a crucial factor in helping businesses to achieve corporate social responsibility (CSR) and sustainability goals. Electric vehicles contribute to lower emissions, reduced air pollution and a smaller carbon footprint. But there are more reasons why companies are embarking on the journey to net zero emissions. These include:

Cost saving:

Transitioning to EVs can help businesses reduce the total cost of ownership of their fleet thanks to lower fuel and maintenance costs.

Government incentives

Across the globe, numerous governments are encouraging the adoption of electric vehicles through subsidies and grants. These incentives can substantially mitigate the initial investment in electric fleets, enhancing their economic viability.

Enhanced organisational reputation

The shift towards EVs can have a positive effect on the company's image by underlining its commitment to sustainability and innovation.

Employee satisfaction and retention

The enhanced reputation, plus the direct benefits of driving an EV, can make the company a more attractive place to work.



7 Steps to effectively implement electric vehicles in your fleet

Due to the above-mentioned benefits, a growing number of organisations are considering the introduction of EVs in their company car fleet. However, it is important to realise that the switch to EVs calls for a carefully planned 'change management' approach. Factors that require attention include employee engagement, vehicle selection and usage, the charging infrastructure and more.

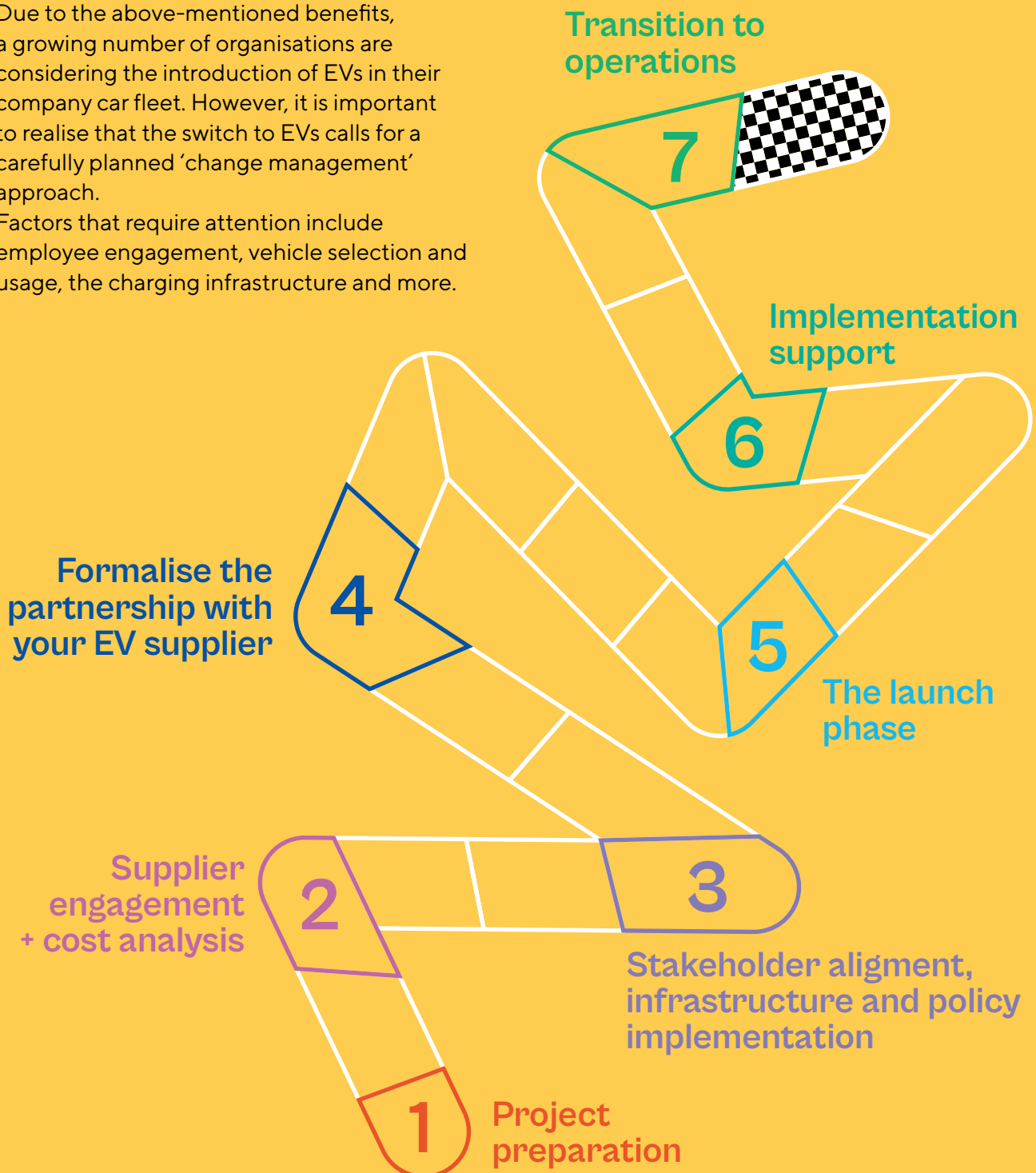


Image 3: The seven steps to effectively implement EV in your fleet

“ Step 1 Project preparation ”

Successfully implementing an EV strategy begins with a well-orchestrated preparation phase. The preparation phase not only lays the groundwork for the technical aspects of the project, but also ensures that the company's human resources are aligned and ready to embrace the new EV strategy. This starts with assembling and educating the project team. The various team members should have diverse areas of expertise, and share a passion for sustainability. Provide them with comprehensive education on EV technology, its benefits, and the project's specific goals.

Another critical component of EV programme planning is to secure executive-level sponsorship and investment appetite. Once this is in place, you should start engaging all stakeholders at an early stage. Think not only of the senior management and employees, but also external partners such as EV suppliers and service providers. Their input and support can greatly influence the project's acceptance and success.

You can then start developing a detailed project plan outlining the scope, objectives, timelines, required resources and potential risks. This plan will act as a roadmap, guiding the team through each stage of the implementation process.

Besides the project team, select a group of enthusiastic employees to act as ambassadors. They will



play a crucial role in promoting the EV initiative within the company, fostering a positive attitude among their colleagues. In parallel with the ambassador support, develop a communication strategy to inform all employees about the EV initiative and prepare them for the upcoming changes.

Clear and consistent messaging will help build understanding and support for the project across the organisation. As part of your communication strategy, consider an awareness campaign to highlight the importance of the EV strategy and its alignment with your company's sustainability objectives.

By meticulously executing this preparatory phase, you can set the stage for a smooth transition to an environmentally friendly fleet of company cars.

Step 2 Supplier engagement and cost analysis

The goal is not only to adopt EVs, but to do so in a manner that is economically viable and supportive of the company's long-term sustainability objectives. Engaging with suppliers, understanding costs, employee implications and preparing infrastructure form the building blocks for this transformative journey.

Before implementing an EV strategy, it is critical to gather comprehensive information from suppliers of vehicle and fleet management services as the basis for informed decision-making. Begin by identifying and approaching multiple potential suppliers to ensure a competitive selection process.

Request detailed quotes from each supplier covering all aspects of vehicle costs, including purchase or lease options, maintenance and after-sales services. Ensure that the information is comprehensive and transparent to understand the differences between their offerings and facilitate a true cost comparison to enable you to make the final decision. Based on your analysis, select the most suitable EVs for your company's needs. To make an informed decision, consider factors like range, capacity and charging time as well as cost.

Today's leading suppliers offer dedicated online portals for fleet managers and employees. These portals provide access to vehicle



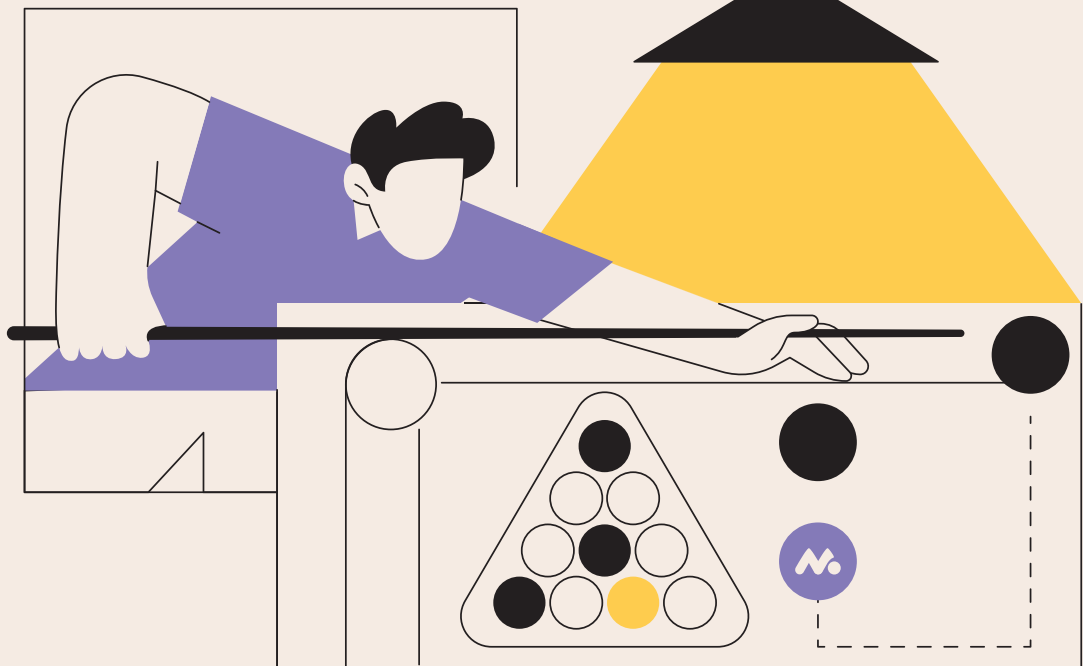
configurations, KPI reporting and support resources. They will serve as the primary interface for managing the EV fleet, so they should be user-friendly, providing clear information on vehicle specifications, costs and delivery schedules.

Some suppliers may be willing to organise an EV experience day or driver workshop for your employees. This hands-on approach allows staff to test-drive various EV models, which can help alleviate any concerns and build enthusiasm for the transition.

Concurrently, conduct a thorough review of your existing on-premise infrastructure to determine the feasibility, requirements and associated costs for charging station installation. This assessment should consider the number of vehicles, projected usage, and available space and grid capacity.



Step 3 Stakeholder alignment, infrastructure and policy implementation



The success of an EV strategy lies not only in the vehicles themselves, but also in the comprehensive planning and execution of policies and charging infrastructure (home|office |public) that support them. Ensuring that all these elements are thoughtfully addressed will lead to a sustainable and efficient fleet that fits with the company's environmental and financial goals. Therefore, besides finalising the vehicle selection with your chosen supplier, it is necessary to align with stakeholders, launch new policies and begin the installation of on-premise charging infrastructure.

Engage with key stakeholders, including the work's council or

other employee representatives, to ensure their support and address any concerns. Their involvement is crucial for the smooth adoption of the EV strategy. This paves the way for the introduction of a new policy that encompasses all aspects of the EV strategy, from vehicle usage to charging protocols. Ensure that the policy is clear and communicated effectively to all employees.

You are now ready to start executing the installation of the necessary on-premise charging & parking infrastructure. Plan for both current and future needs to avoid potential bottlenecks and ensure a future-proof transition to EVs

“ Step 4 Formalise the partnership with your EV supplier ”



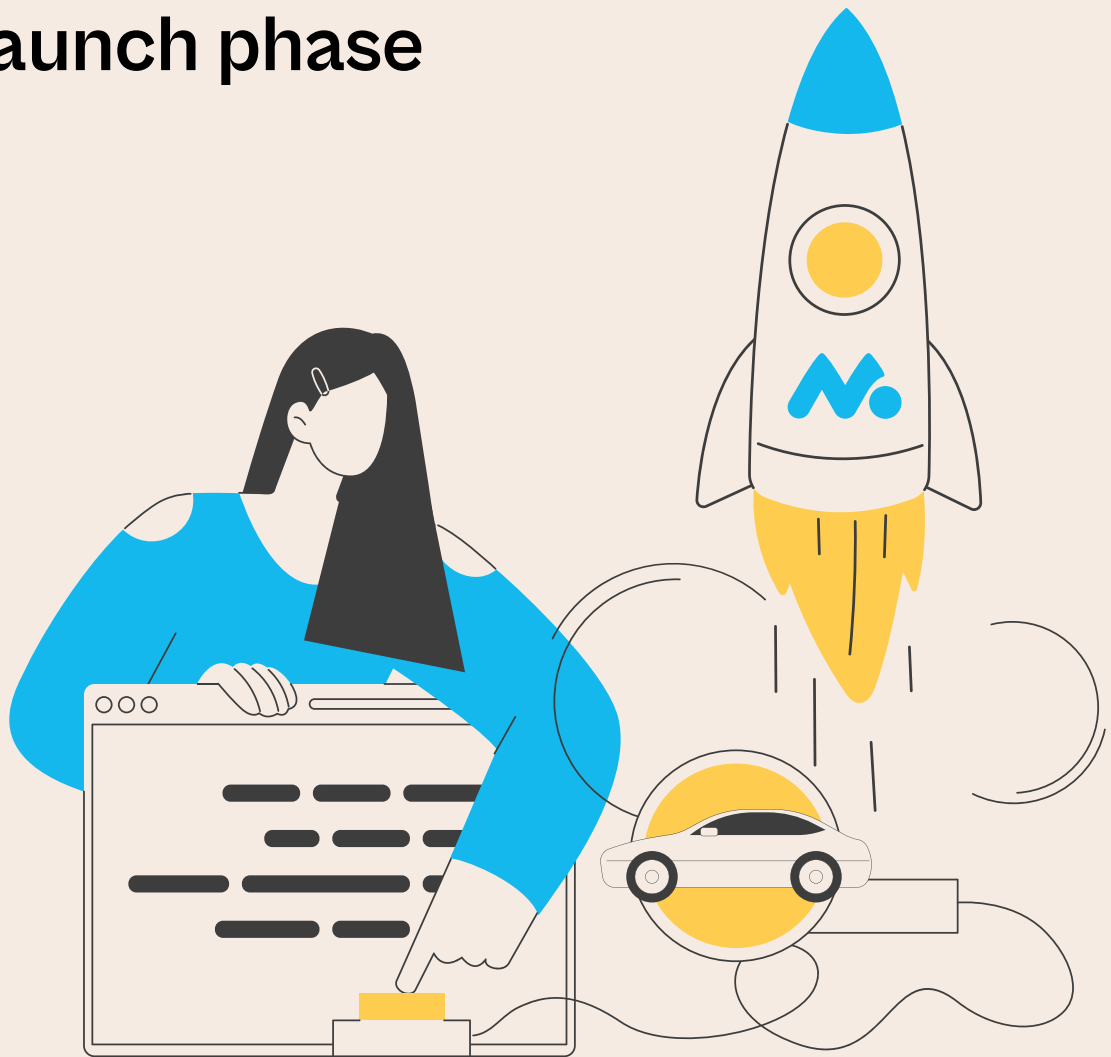
A good relationship with your chosen EV supplier lays the foundations for a successful transition to an electric fleet. Formalise the partnership with your EV supplier with a contract that outlines expectations and responsibilities. This includes drawing up the Service Level Agreement (SLA): the document that sets out the performance criteria for the supplier. The SLA should detail indicators for measuring and monitoring the quality of service, delivery timelines, maintenance support and response times for resolving issues.

Then, you can integrate your supplier's online vehicle ordering system to facilitate easy configuration of EVs. Additionally, to ensure that both parties are working towards the same objectives,

your company's EV policy – which includes usage guidelines, charging protocols and sustainability targets – should be fully incorporated into the supplier's systems.

Ensure continuous communication and feedback loops with your supplier to adapt and improve the process over time. Remember, to foster an environment that encourages the adoption of electric vehicles, the goal is to create a seamless experience for fleet managers and employees alike.

“ Step 5 The launch phase ”



Now that all elements are in place for smooth operation, this phase brings the project to life. It is a dynamic time of anticipation and excitement as drivers experience the benefits of electric vehicles first-hand. Additionally, this phase is a tangible step towards electrifying your company's fleet and showcasing your commitment to sustainable practices.

The go-live date marks a significant milestone in the EV project. From this day onwards, drivers can officially place their orders in the supplier's system.

Concurrently, installation of the first home charging systems will

commence. These are essential for ensuring that drivers have the necessary infrastructure to support their new electric vehicles, reinforcing the viability of the transition.

During the launch phase, allow drivers sufficient time to familiarise themselves with the new system and vehicles, offering support where needed. This ensures that drivers are comfortable and confident in using the new EVs, which is essential for the success of the implementation. For example, consider adding a Frequently Asked Questions (FAQ) section to your website, addressing common concerns and questions.

“ Step 6 Implementation support ”



The smooth transition to an electric fleet hinges on the engagement and support of the entire organisation. Therefore, it is important to provide ongoing support following the implementation of the EV project.

One way to do this is by celebrating milestones, such as the delivery of your first EV. This landmark event not only marks the beginning of a new era for your company's fleet, but also serves as a symbol of your company's commitment to sustainability.

Effective communication forms the backbone for this phase. Establish a comprehensive communication plan, including:

- Regular updates to keep everyone informed about the progress and milestones of the EV implementation.
- Dates on which employees can test-drive the EVs and become acquainted with their new vehicles.
- An online FAQ section to address common employee concerns and queries.
- Visuals and tips to help employees discover how to get the best out of EVs.
- Employee surveys to gather feedback and continuously improve the implementation process.
- Webinars to educate employees about EV technology and the benefits of the transition.

“ Step 7 Transition to operations ”



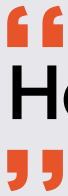
It is time to formally transfer the daily management responsibilities to the operations team, after providing them with all necessary documentation and procedures. However, besides ensuring a smooth transition to operations, this final phase sets the stage for ongoing success and continuous improvement in your company's EV initiative. As input for this, gather feedback from drivers on their experiences with the EVs. Use surveys and interviews to assess satisfaction and identify areas for improvement.

This is also a good moment to evaluate the project's success against your initial goals, such as cost savings and emission reductions.

Analyse any discrepancies and learn from them.

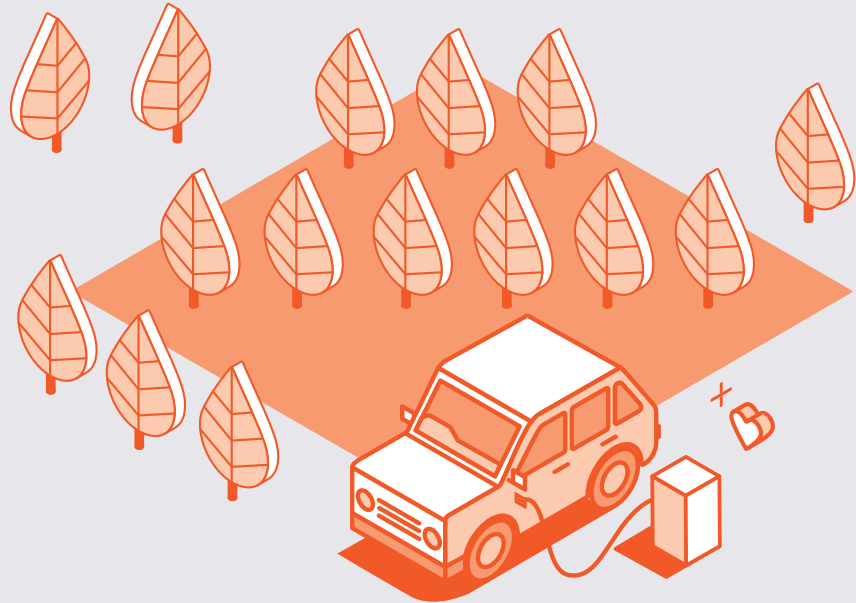
Implementing Key Performance Indicators (KPIs) for issues such as energy consumption and maintenance downtime can help you to measure and monitor EV performance going forward. To further enhance the EV programme's efficiency, identify areas for strategic optimisation, such as upgrading charging infrastructure or revising fleet scheduling.

Above all, bear in mind that the journey does not end here. Your EV fleet policy will continue to evolve, and each time you will take another step closer to an even more sustainable future.



How can we help you

NEXT MOBILITY
NEXT TO YOU



The future is electric.

At the fleetcompetence Group, we want to create market transparency and ensure successful EV implementation by sharing our expertise in the design of economical and sustainable business mobility solutions.

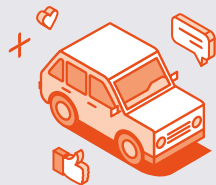
Therefore, as an independent company, we are here to support you with a tailored EV solution that optimises the benefits for your organisation and your employees. Guided by the 7 essential implementation steps as outlined above, we can help you to develop an EV strategy towards the full electrification of your fleet. This can include the execution of an international public tender to find the right providers of leased EVs. As part of the project, we can also perform benchmarking and help

you to draw up an EV policy. We also develop EV workshop sessions for your drivers and local EV project leads. This will support active management of the change process, resulting in wide acceptance of the EV programme.

Let's drive innovation, sustainability and a brighter future together as we make a shift towards electric vehicles. Be part of the change – your actions today shape the world of tomorrow!

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**Not just specialists,
we are mobility experts.**



1
core business
= mobility
advisory



12+
years of
achievements



60+
senior
experts



77+
euro million
savings



92+
thousand
vehicles
analyzed



100+
mobility
projects

“
**Are you ready
to start the journey?**
”

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Did you enjoy our Insight?



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