Fleet Management Company

FMC Basics

Clientele – B2B for Private Fleets
Leasing – Autos & trucks
Services – Acquisition, accident, maintenance, telematics, remarketing

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Influencing factors

Customer’s goals and objectives

1. Cost
2. Fitness for the job
3. Reliability
4. Productivity gain
5. Fuel economy
6. Size or configuration change
Barriers… to adoption

- Placing or pulling them?
  - Cost
  - Range
  - Refueling
    - Time component
    - Public stations
  - Availability
    - Order-to-Delivery
    - Parts
    - Technicians
    - Training
  - Incentive request process
    - Time
    - User friendly
  - Driver acceptance
Destination… decision

- Total Cost of Operation
  - Payback timing
  - Remarket value
- Other factors
  - Facilities
  - Drivers
  - Company directive
  - Public view
Thank you!
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