



# Element Fleet Management STEPS Truck Choice Workshop

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# 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

*Return on  
Investment*



# 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

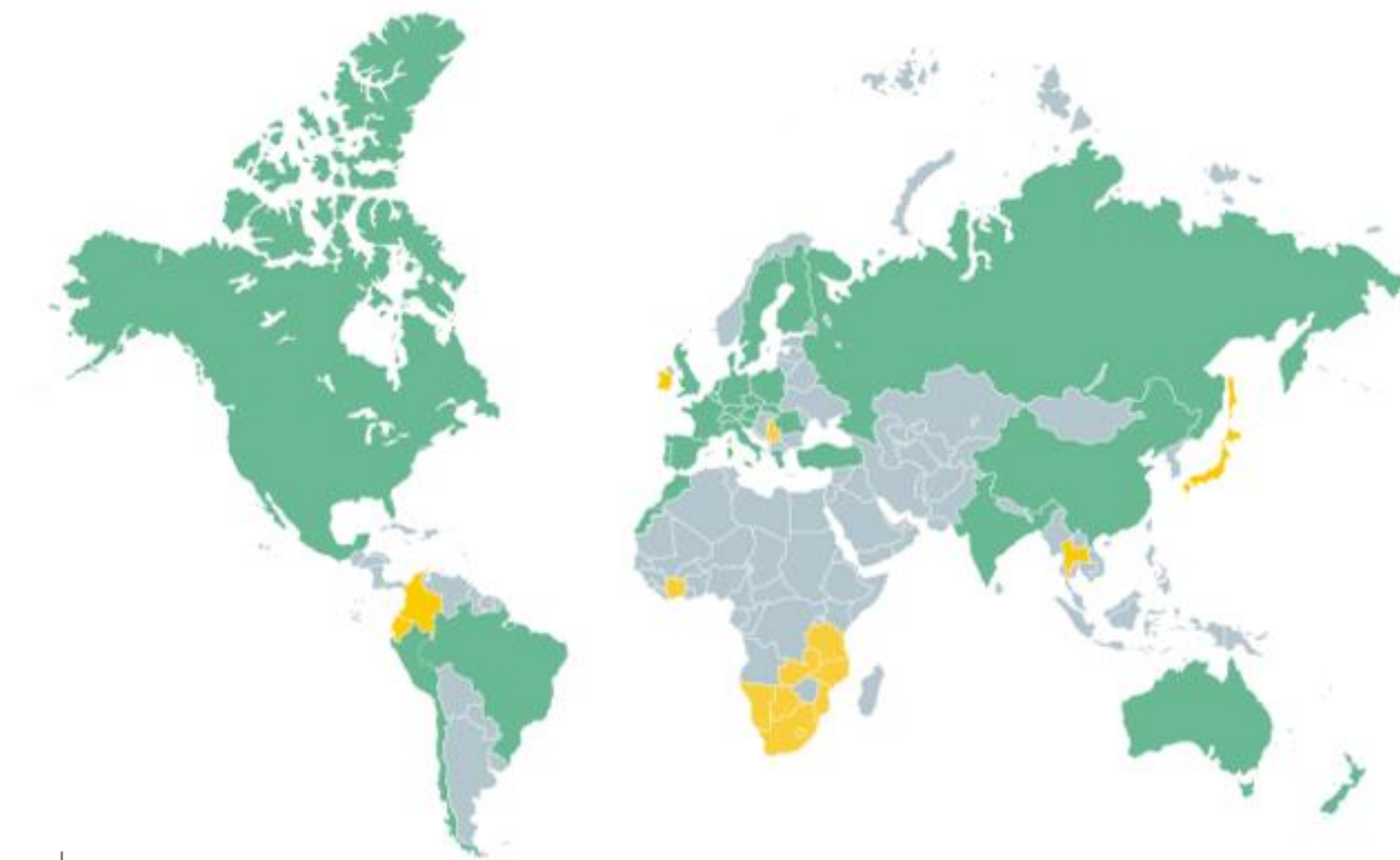




**Thank you!**



# Element Fleet Management and Element-Arval Global Alliance



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Over 3 million vehicles under management in nearly 50 countries | Leading the way to global fleet management.