

Going green while saving green

THE CHALLENGE

One of our clients who was committed to reducing their environmental footprint challenged the fleet team to contribute to this corporate initiative. The specific objective given to the fleet team was to reduce the fleet’s carbon footprint by 25% no later than January 1, 2015, while keeping all costs neutral.

The company is in the construction industry and their fleet consisted primarily of Ford F-150s and also included some sedans, SUVs and executive vehicles. The average fuel economy across the fleet was 17.71 MPG and average annual CO2 emitted was 15.47 tons. Across the fleet the average miles driven per month was 1,776.

Common solutions for companies facing similar corporate objectives are to remove underutilized inventory from the fleet and migrate to a smaller primary vehicle. However the nature of their business and the function fulfilled by the vehicles requires a pick-up truck, and they also did not have any trucks in the fleet that were not needed to fulfill a business requirement, so this was not an option.

THE SOLUTION

The Wheels Fleet Consulting Manager took all of the business requirements into account and began looking across all current and soon-to-be released manufacturer technology to find possible solutions to the challenge.

The Fleet Consulting Manager captured all of the information available on Ford’s soon-to-be released EcoBoost engine. Early information indicated the EcoBoost engine in the F-150 was estimated to reduce

Fleet Size:	400 Vehicles
Vehicle Type:	Light-Duty Trucks, SUVs, and Sedans
Industry:	Construction

carbon emissions by 25% vs. the current V8 engine. It was also expected to improve the vehicles fuel economy to 20 MPG. The engine this company was using at the time in their light-duty full-size pickup trucks was only getting 15.3 MPG.

Wheels Fleet Consulting Manager implemented a plan that included:

- Thorough analysis and projected impact to help the client achieve their corporative initiative
- Developed a new vehicle specification for the primary vehicle which included replacing the F-150 with the F-150 EcoBoost
- Identified a vehicle replacement schedule to attain their goal
- Utilized the same methodology to find alternate solutions for the other vehicle segments



THE RESULTS

This client is in the process of implementing the plan recommended by Wheels. Currently, they are one third of the way towards replacing all of their units and their carbon footprint reduction is right on track—they have already reduced it by 9.3%!

The plan requires replacing all their current F-150s by January 1, 2015 with the EcoBoost engine.

The savings this client will realize from the increased fuel economy on each truck will be applied to adjust the vehicle offerings for the sedan, SUV and executive vehicle drivers. The sedans will be replaced by Hybrid Fusion and Hybrid Camry vehicles. The SUVs will be replaced by Escapes with EcoBoost engines and Toyota Highlander Hybrid vehicles. The executives will select vehicles that attain at least 20 MPG in combined city and highway driving.

Once fully implemented, this plan will result in a 27% reduction in their fleet’s total carbon footprint, exceeding their goal to reduce their carbon footprint by 25%! The overall fuel economy of the fleet will improve from 17.71 MPG to 23.13 MPG and this client will have reduced their annual CO₂ emissions by 4.18 tons from their total fleet, or the equivalent of almost 300 vehicles!

Not only will the pounds of CO₂ decrease and the fuel economy improve significantly, but this plan also results in fuel savings for the client. The savings more than pays for the addition costs of EcoBoost engines and allows for the move to more hybrid technology in the sedan and SUV segments at no additional cost.

As a bonus, the move to these more fuel efficient trucks has received extremely positive feedback from their drivers. The F-150 drivers like that they have as much or more power than the V8 they had in the past and they are now helping the environment!

SUPPORTING DATA		
Vehicle	MPG	Gallons per Month
F-150	15.3	116
F-150 with EcoBoost	20.3	87
SAVINGS	5	29

(\$1,218 a year × 6 years (less \$743 for the EcoBoost engine)
Totals \$6,565 per F150) × 320 vehicles = **\$209,920 total savings in fuel!**

ABOUT WHEELS, INC.

Wheels, Inc. (wheels.com), which pioneered the concept of auto leasing in 1939, provides a full range of specialized services to help organizations manage their vehicle fleets. Wheels manages more than 300,000 vehicles. At near \$2 billion, its holding company Frank Consolidated Enterprises currently ranks as one of the largest private companies in North America. For additional information, please contact info@wheels.com.

All data analyzed and provided by Wheels, Inc.