



Out-of-the-box Strategy Generated 125% in Savings

**FLEET
PROFILE**

Fleet Size **1,500**
Industry **Agriculture**

Vehicle Type **Light Duty Truck, SUV**

OPPORTUNITY

Generate Savings to Invest in Mission—Improve Food Security

A leading global agriculture group enables food security by helping farmers better utilize available resources through rescuing land from degradation, enhancing biodiversity and revitalizing rural communities.

The North American division maintained a strong focus on fleet savings and cost avoidance metrics and pushed for new ways to think “outside the box” about savings.

STRATEGY

Multi-Pronged Approach Lit Path to Savings

Through frequent communication and a strong partnership with Wheels, goals were established: negotiate above-market discounts from their OEM, secure higher remarketing returns and leverage resource management.

Updates to the fleet policy addressed eligibility, vehicle replacement parameters and personal-use contribution. The North America fleet team and procurement group, along with Wheels’ experts, worked for several months to define hard savings versus cost avoidance.

RESULTS+

Savings Goal
Exceeded by

125%

Total Cost
Management

Once all parties developed an agreed-upon definition, Wheels adapted its typical savings figures to newly defined areas documenting and creating additional savings opportunities and exceeding the fleet’s savings and cost avoidance targets.

By making the most of its resources, the clients’ fleet team is helping the company invest more in innovation to support farmers around the world.