



Canadian Fleet Makes Waves Towards Its 2030 Sustainability Goal

FLEET PROFILE

Fleet Size **300**
Industry **Healthcare**

Vehicle Type **SUV, Minivan**

OPPORTUNITY

A simple yet bold ambition

For generations, this healthcare company has stood at the forefront of the global fight against diabetes. Now, at its headquarters and around the world, it has embraced another goal of recycling and reusing, in a drive toward zero emissions by 2030. This campaign extends to its Canadian fleet. Yet, in an industry that offers company vehicles as an incentive, those efficient vehicles still must delight drivers.

STRATEGY

Exhaustively exploring all avenues

To start, Wheels helped the company prepare a major presentation to global HQ. Wheels also analyzed the pros and cons of over 50 models with a focus on hybrid, plug-in hybrid and battery electric vehicles. The presentation included detailed TCO statistics, plus information on electric-vehicle infrastructure and charging stations.

RESULTS+

Giving drivers more, on the road to zero

The company and Wheels swung into action, quickly. Step one was to offer hybrid SUVs on its selector. **Over 50% of drivers** have opted for them, and surveys confirm the drivers are thrilled with their choice. Next is to transition drivers into battery-electric vehicles. Wheels will set up a pilot test, and discussions are underway about taking advantage of government incentives to go electric.

The campaign is off to a great start in its fleet, maintaining driver morale, managing costs and respecting the planet.