Results+
Client Success Spotlight

Chemical Company Used Data To Reach Its Fleet Goals

FLEET PROFILE

Fleet Size **300**
Industry **Chemical Products**

Vehicle Type **Sedan, SUV, Pickup Truck**

OPPORTUNITY

A global company pursues a global standard

A leader in high-tech materials, sought to align its U.S. fleet with its business units globally. As part of this integration, it set the goal to identify and meet a consistent standard for carbon emissions, fuel economy and safety, while realizing a 10% improvement in fuel economy. However, this pursuit was complicated by the variation in vehicle models between countries, making valid comparisons difficult.

STRATEGY

Expert analysis led to well-considered choices

To evaluate various U.S. vehicle offerings for fuel economy and advanced safety features, it sought data from Wheels. Wheels researched the vehicle specifications and safety packages, as well as analyzing TCO. Working with U.S. and global procurement contacts, Wheels then assisted in compiling the data for presentation to management.

Starting in 2017, the assessment led to a vehicle selector of hybrids with advanced safety packages, higher content levels and potential gas mileage gains over the fleet's existing vehicles.

RESULTS+

Current goal exceeded; future direction set

The selector's new hybrid sedans improved fuel economy from 25.1 to 37.7 MPG, a **50% improvement**. In the last 12 months, they also drove down CO_2 emissions an **impressive 30%**. Embracing a philosophy of continuous improvement, this company is on course to adopt hybrid and diesel power for both sedans and SUVs in pursuit of even greater gains.

wheels