

The word 'Results' in blue, followed by a yellow plus sign with a small blue cross inside it.

Turning Drivers into Fans During an Accelerated Shift to EVs

A close-up photograph of a hand plugging a white charging cable into a black charging port. The background is red.

A Wheels client, operating fleets in the US and Canada and specializing in the distribution of commercial tools to industrial and construction sites, set an ambitious goal of transitioning their fleet to be fully hybrid or electric by 2025. This initiative aligns with their commitment to productivity, safety, and environmental sustainability.

Strategy: Securing Electric Vehicle Allocation and Promoting Diverse EV Mix

In collaboration with Wheels, the company adopted a multi-faceted strategy to meet their environmental goals. They secured a significant allocation of over 200 Ford Lightnings, making them one of the largest recipients of such an allocation. They worked closely with the manufacturer for the charging and command process. Additionally, the company leveraged the analytical expertise of Wheels' analytics team to gain deep insights into their fleet's performance. The fleet manager proactively increased industry engagement by attending events and fostering discussions, particularly around electric vehicles. To boost driver

engagement, drivers shared their experiences with their new electric vehicles on social media platforms, helping to promote EV adoption and address any concerns.

Results: Significant Increase in Sustainable Vehicle Composition

The company's efforts led to a notable shift in driver attitudes towards electric vehicles, with drivers actively showcasing their new EVs on social media and expressing enthusiasm. The fleet composition achieved 10% battery electric vehicles (BEVs) and 39% hybrids, including Ford Lightnings, Teslas, Volkswagen ID.4s, and Toyota bZ4Xs. The company observed a 12% increase in miles per gallon (MPG) efficiency within just six to eight months.

The success of this initiative has led to plans for the company to share their driver engagement strategies at industry panels, highlighting the importance of driver involvement in effectively implementing significant fleet changes.

PROJECT SERVICES: Electric Vehicles, Vehicle acquisition

FLEET SIZE: 2,500

VEHICLE TYPE: SUVs, Vans, Pickup Trucks

INDUSTRY: Industrial Sales

Savings/Improvements:

12%

increase in miles per gallon (MPG) within just six to eight months

50%

of the fleet employs EV technology