

## Results+

# Accelerating EV Adoption with Strategic Precision

In June 2023, a global leader in medical technology partnered with Wheels to align its 1,400-vehicle fleet across the U.S. and Puerto Rico with its ambitious sustainability goals.

Within a single model year, they replaced nearly 15% of their gas-engine fleet with electric vehicles. This rapid shift was powered by strategic planning, cross-functional collaboration, and a company-wide commitment to environmental stewardship.

### A Blueprint for Scalable Adoption

The organization's EV journey began with a focused pilot, an intentionally selected group of drivers chosen based on mileage, job function, location, and interest. Building on this foundation, the company conducted a thorough total cost of ownership (TCO) analysis and developed a fleet policy aligned with its culture and operational needs. To support adoption, they launched a comprehensive communications strategy, including webinars and educational materials, to guide drivers through the program, charging infrastructure, and reimbursement process.

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#### PROJECT SERVICES

Environmental Responsibility, Driver Satisfaction

#### FLEET SIZE

1,444

#### VEHICLE TYPE

SUVs

#### INDUSTRY

Healthcare

#### RESULTS

12%

Increase in active EV saturation from 2024 to 2025

1.4MM+

Lbs. of Carbon Dioxide offset annually

80%

Driver Satisfaction

Rather than adopting Wheels' standard EV charging program, the company treated home charger installation as a personal home improvement project, placing responsibility with the drivers. This cost-effective approach required proactive planning and communication. To ease the transition, the organization reimbursed charger costs and introduced a flat-rate electricity reimbursement model in partnership with Wheels.

## Transformation with Lasting Impact

The results of their EV initiative speak volumes. Within a single model year, the company transitioned 190 vehicles to electric, an achievement that offsets more than 1.4 million pounds of CO<sub>2</sub> annually, the environmental equivalent of preserving over 30,000 mature trees. Beyond the environmental gains, the program has earned strong internal support, with a large majority of drivers reporting satisfaction with their company vehicles.

They also broke new ground by leveraging EV tax rebates through an innovative approach: assuming tax ownership of the vehicles. This move required custom reporting and close coordination with the accounting team, expanding the scope of fleet collaboration well beyond traditional boundaries.

Looking ahead, this client remains committed to evaluating innovative alternatives to achieve its sustainability goals. Through continued TCO analysis and forward-thinking planning, the company is primed to build on its momentum and drive even greater environmental impact.



**Together Let's Go Far.**

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