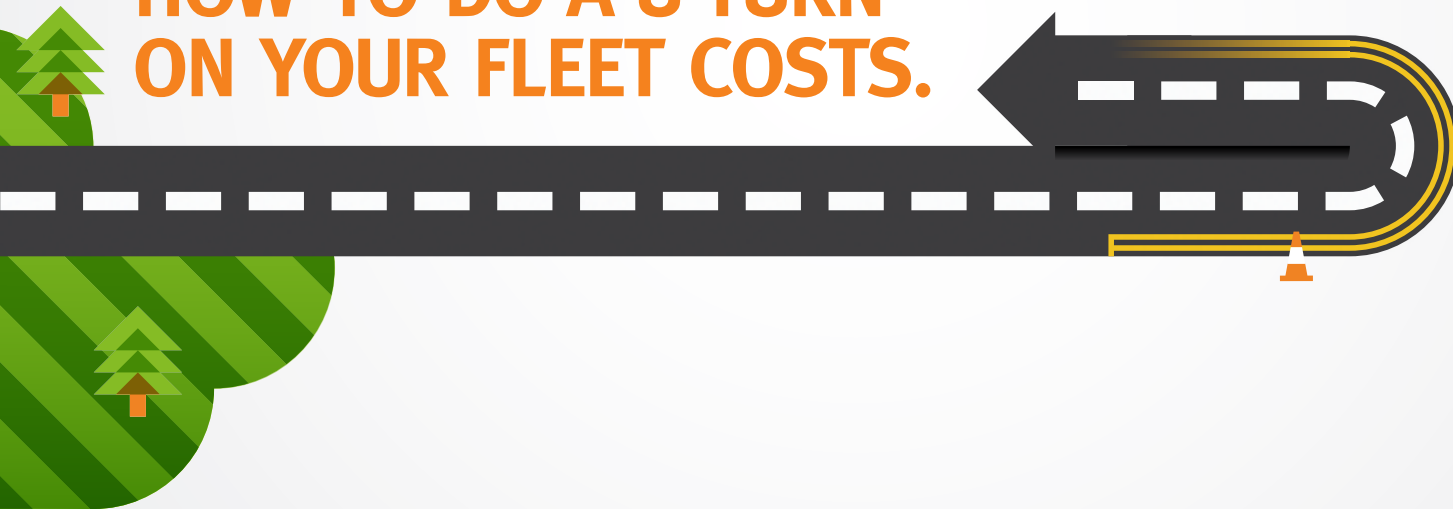


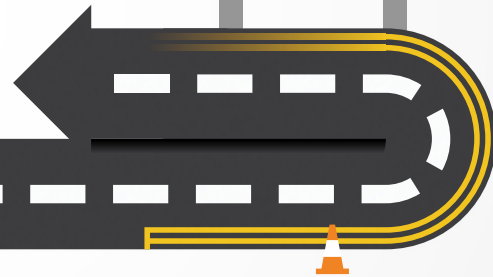
FLEET OF FOOT OR FLAT-FLEETED?

HOW TO DO A U-TURN
ON YOUR FLEET COSTS.



HOW TO DO A U-TURN ON YOUR FLEET COSTS.

EVEN WHEN
YOU THINK IT'S
NOT COSTING
YOU ANYTHING.



HOW MUCH DOES YOUR FLEET COST?

**YOU'D THINK THERE'D BE
A SIMPLE ANSWER TO THAT.**



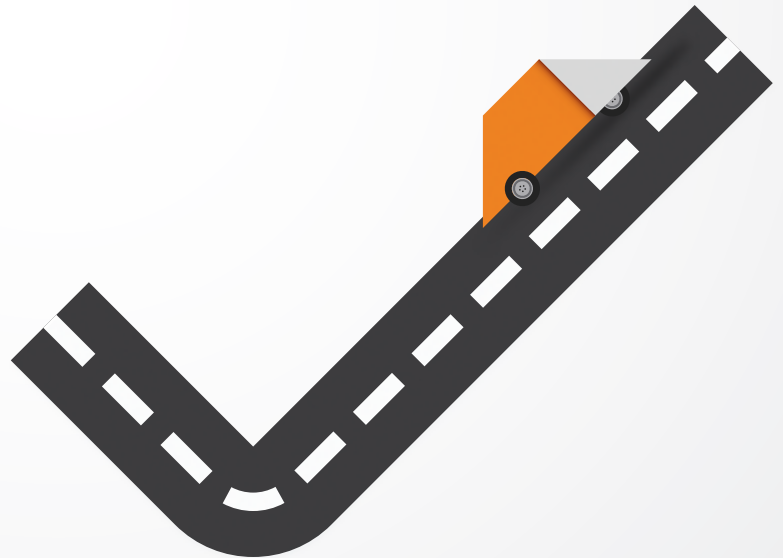
It's the monthly cost of financing if you've gone down the contract-hire route.

Alternatively, it's the big number you shelled out to buy your vehicles outright, if you're an outright purchase man. Or woman.



SO, IT'S EITHER THE BIG NUMBER THAT HIT YOUR
BALANCE SHEET ONCE UPON A TIME, OR IT'S
A MONTHLY FIGURE YOU PAY TO LEASE YOUR FLEET.

**THAT'S IT.
RIGHT?**



WRONG.

**THERE'S 8 OTHER
COSTS ON TOP OF
FINANCING THAT YOU
NEED TO ADD,
SUBTRACT, BALANCE,
BENCHMARK, WEIGH,
WRITE OFF, DEDUCT.**

THESE COSTS ARE:



DEPRECIATION



**SERVICE MAINTENANCE
& REPAIR (SMR)**



INSURANCE



EMPLOYEE BENEFITS



FUEL



CORPORATION TAX



VAT



MILEAGE

THE BIGGEST NUMBER IN THE MIX IS ALWAYS
GOING TO BE THE COST OF FINANCE.

BUY OR LEASE?

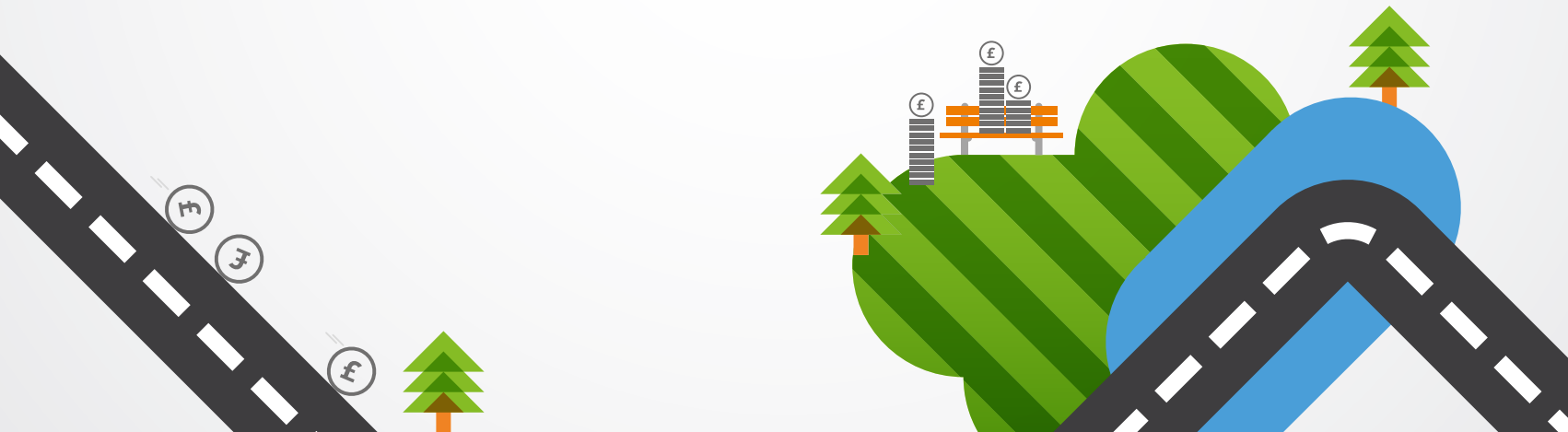
It's a big decision.



If you've got the money in the bank,
paying upfront can seem appealing.

After all, you'll get some of that money
back in a few years when you trade in
your fleet for newer models.

Hmmm...



BEST HOPE YOUR GUYS DON'T DRIVE THEM INTO THE GROUND THEN...

Fingers crossed the resale market picks up... how are those residual values looking?

Happy to do all the purchase and resale negotiations and contracts yourself?



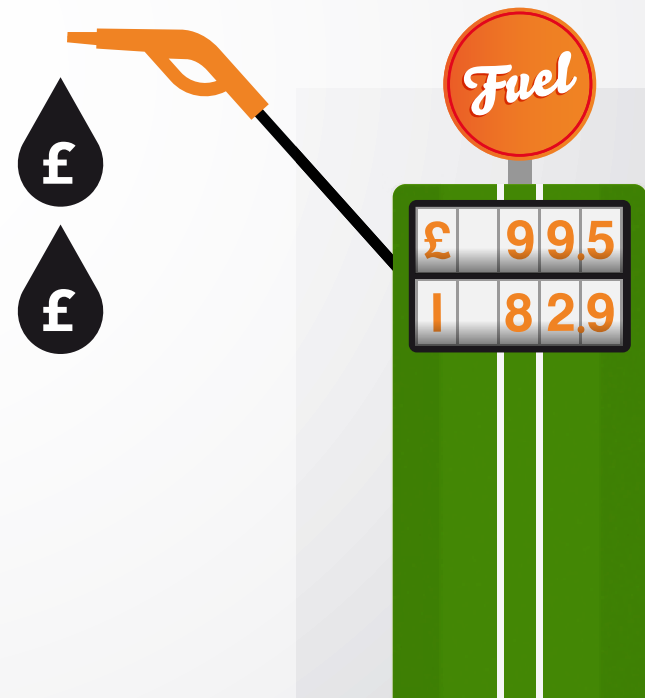
SEE, THE TROUBLE IS,

even if you own your vans, perk cars and pool vehicles, you don't stop paying for them.



You've got costs like insurance and fuel. And then there's the complicated trade-off between:

- the cash allowance you give your employees
- the amount of National Insurance you have to pay
- and the salary or other benefits that you need to tweak to try to make it all cost-neutral
- the figure that you can deduct from your VAT or Corporation Tax bill.



CONFUSING?

YOU BET.

OR

Just give them all the cash and
tell them to buy their own cars...



Hmmm.

You might get some
'pushback' on the wisdom of
that.



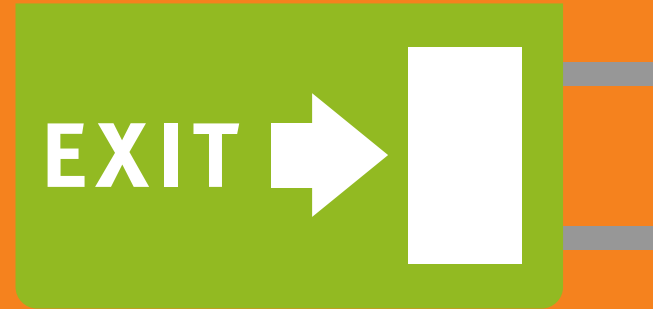
Even if your management team aren't wincing at the selection of boy racers and bangers in the staff carpark, your compliance guys will be mightily displeased.

Because as long as your employees are using cars that you're funding for business purposes, that means that you – the employer – are **responsible**.



**FOR
THEIR
SAFETY.**

**FOR ANY DAMAGE THEY CAUSE.
FOR PROVIDING DUTY OF CARE.
FOR YOUR REPUTATION.**



CARMEL

from Accounts

is on her way to a training course, her 15 year old Volvo hasn't seen the inside of a service station in 10 years. MOT, what MOT?



You're liable.

PETER

from Sales

goes to lots of meetings – he really must get around to **renewing his car tax**. Unfortunately, he doesn't.



You're liable.

STEPHEN

from Purchasing

visiting suppliers – he hasn't the best road safety record, and found his insurance premiums too pricey. Bad news when he prangs his motor into the back of a nice new Range Rover.



You're liable.

JOHNNY

from Logistics

has had a tough week. Up at 4a.m. every day and doing his rounds until 9p.m. He falls asleep at the wheel on Saturday morning and runs off the road.



Are you liable? You certainly could be...

**SO, EITHER YOU
SPEND YOUR DAYS
COMPLIANCE
CHECKING, OR YOU
EMPLOY SOMEONE TO
MANAGE YOUR FLEET
FOR YOU.**



**OR YOU OUTSOURCE
THE WHOLE SHOOTING
MATCH, AND MAKE SURE
THAT YOUR PARTNER'S
SLA'S WILL CATCH ANY
TARDY SERVICING, OR
WORN TYRES.**



**THAT'S
ONE WAY
TO DO IT.**



**“BUT I’M STILL INCLINED TO
BE A BUYER. AND WON’T
YOU STICK ME WITH SOME
ANNOYING BILL FOR ALL
SORTS OF SMALL-PRINT
STUFF IF I DECIDE TO LEASE,
INSTEAD OF BUY?”**

NOT NECESSARILY.

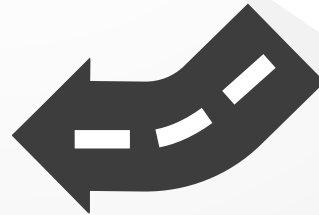
**YOU SHOULD HEAR ABOUT
SOMETHING CALLED OPEN
CALCULATION.**

It's a way of turning good
performance and transparency
into cold, hard cash.



We show you every cost, every calculation. You decide the groundrules:

- guaranteed price matching?
- residual values?
- the finance lease or purchase lease option that's right for your business



NO PROBLEM.

REMEMBER THOSE MULTIPLE COSTS WE MENTIONED?



| | | | | |
|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 3 |
| | | 2 | | |

Keeping Whole Life Cost as low as possible means finding that sweet spot, where you're balancing the:

- Fleet profile you want
- With the lowest overall cost – whether that's lease or purchase
- With the level of expertise and outsourced management that you need



**WE BET YOU
COULD MAKE
SOME SAVINGS.**



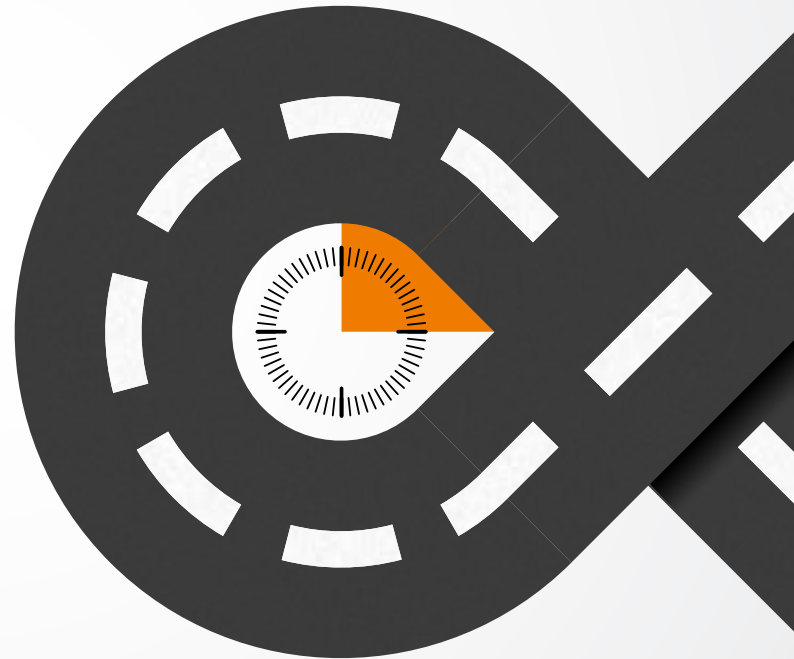
HAPPY AS A CLAM WITH HOW YOU'RE FUNDING YOUR FLEET, OR NOT CONSIDERING RENEWING AT THE MOMENT?

We'll still make sure that you're getting the best possible deal on your other costs.

- **How you're paying for fuel** – card, cash, allowance?
- **Insurance** – who's the bad egg pushing up your premiums?
- **Cash takers** – are they dragging you down?



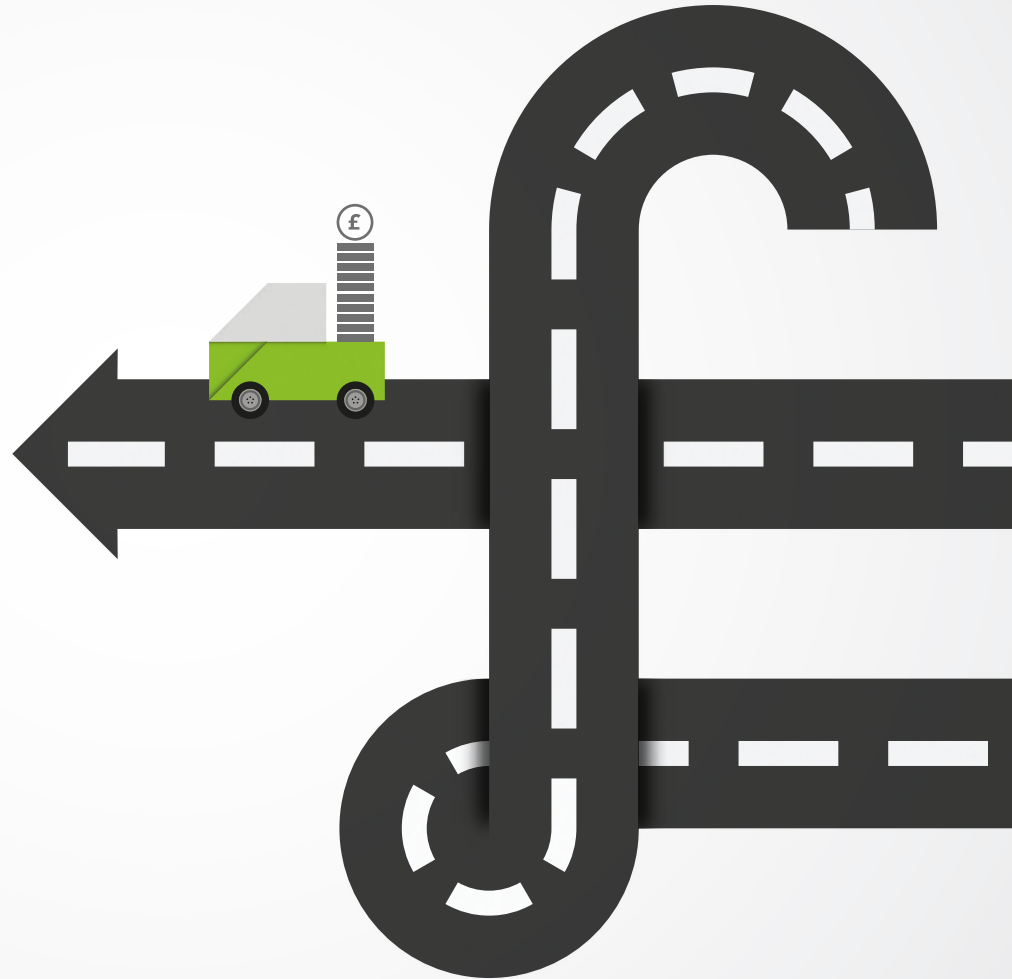
**GOT A SPARE
15 MINUTES?**



Let's talk.

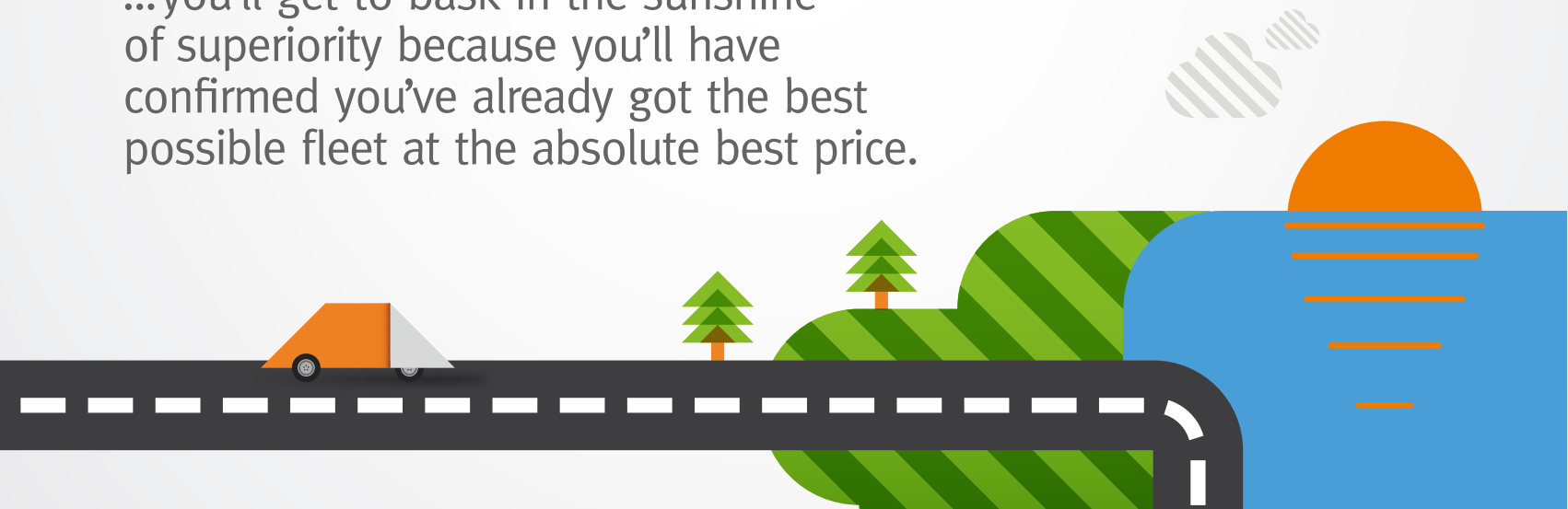
YOU KNOW,

YOU MIGHT JUST SAVE
SOME SERIOUS CASH.



OR IF WE CAN'T FIND ANY WAY TO MAKE YOU SOME SAVINGS...

...you'll get to bask in the sunshine of superiority because you'll have confirmed you've already got the best possible fleet at the absolute best price.



**TIME TO GET
A PROPER IDEA
OF THE COST
OF YOUR FLEET?**

GET IN TOUCH

