

ENVIRONMENT 2016

THE NEW GREEN

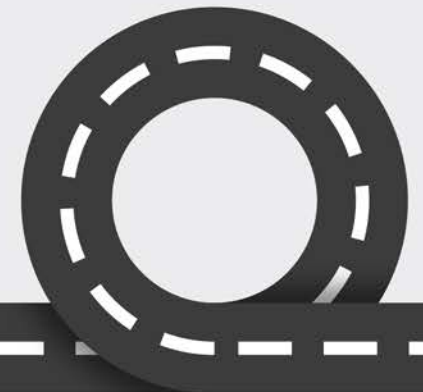
4 REASONS WHY GREEN
FLEETS MAKE SENSE — NOW
MORE THAN EVER.



**REMEMBER
GREEN FLEETS?**

EXACTLY.

**THEY USED TO BE HIGH
ON THE FLEET MANAGEMENT
AGENDA. AND THEN ALL THOSE
ENVIRONMENTAL ISSUES
SLIPPED OFF THE RADAR.**



THE ECONOMIC DOWNTURN TURNED OUR HEADS TO OTHER ISSUES.



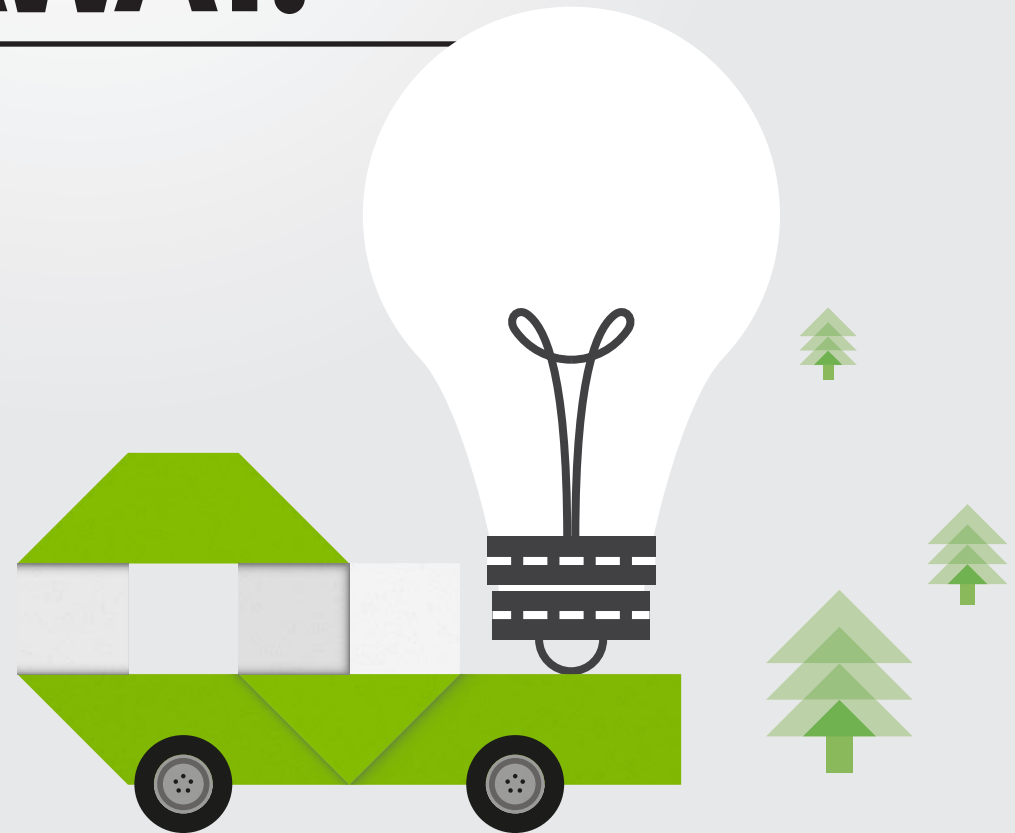
PRODUCTIVITY

MARGINS

COST CUTTING

THAT KIND
OF THING.

BUT GUESS WHAT?
GREEN THINKING
HASN'T GONE AWAY.



**IN FACT, WHILE WE
WEREN'T LOOKING,
SUSTAINABLE
SOLUTIONS HAVE MADE
ENORMOUS GAINS.**

Some pretty amazing stuff has happened — in all areas of life.



ALL OF A SUDDEN... ECO-FRIENDLY SOLUTIONS HAVE ARRIVED IN THE REAL WORLD.



IN CONSUMER PRODUCTS

(Think organic food.
That stuff's nice. And
it's everywhere.)

IN ENERGY

(Think passive houses
and high-output solar
cells.)

IN FINANCE

(Think crowd-funded
social enterprises
and carbon-free
investment portfolios.)

IN TRANSPORTATION

(Think the BMW i3.
Drool.)

THESE THINGS REALLY WORK.

**THEY MAKE
A DIFFERENCE.**

**AND THEY'RE MAKING
CARBON-OFFSETTING
LOOK SO...
WELL, YESTERDAY.**



**IT LOOKS LIKE GREEN
TECHNOLOGY IS BACK
WITH A VENGEANCE.**



**TODAY, ECO-FRIENDLINESS IS
WHERE INNOVATIONS HAPPEN.**

**AUTOMOTIVE TECH IS NOT
OPPOSED TO GREEN ANYMORE.**

IT ENABLES IT.



**TODAY'S SUSTAINABLE DRIVING
SOLUTIONS ARE CONFIDENT.
AND THEY'RE CHALLENGING
CONVENTIONAL WAYS OF
DOING THINGS.**



GREEN IS COMPETING.

Not just for eco-impact, but for the real big-boy KPIs:

**FOR
TOTAL COST**



**FOR
EFFICIENCY**

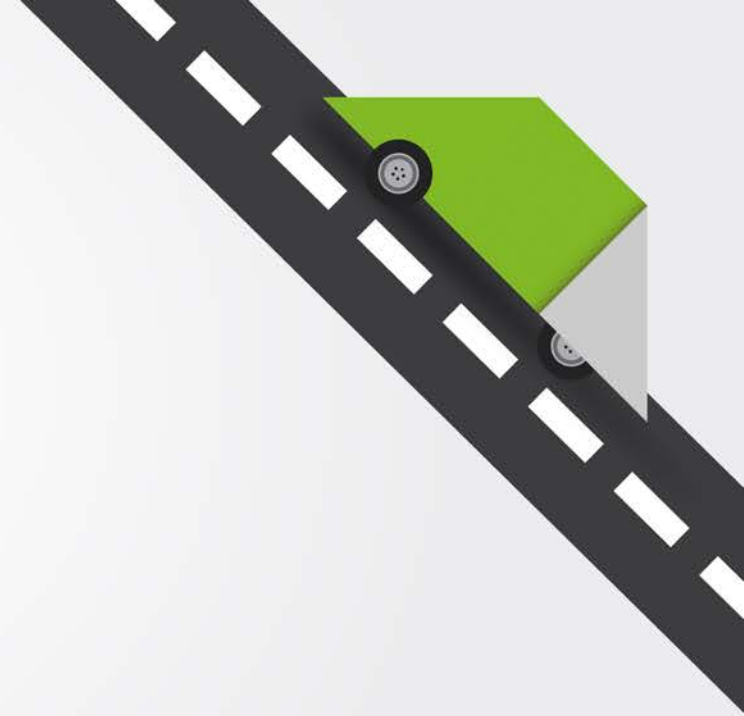


**FOR
ATTRACTIVENESS**



**AND THE GOOD
NEWS FOR CORPORATE
FLEETS IS:**

**THE AUTOMOTIVE
SECTOR HAS BEEN
TRAILBLAZING WITH
A LOT OF THIS STUFF.**



MANUFACTURERS HAVE INVESTED IN R&D.

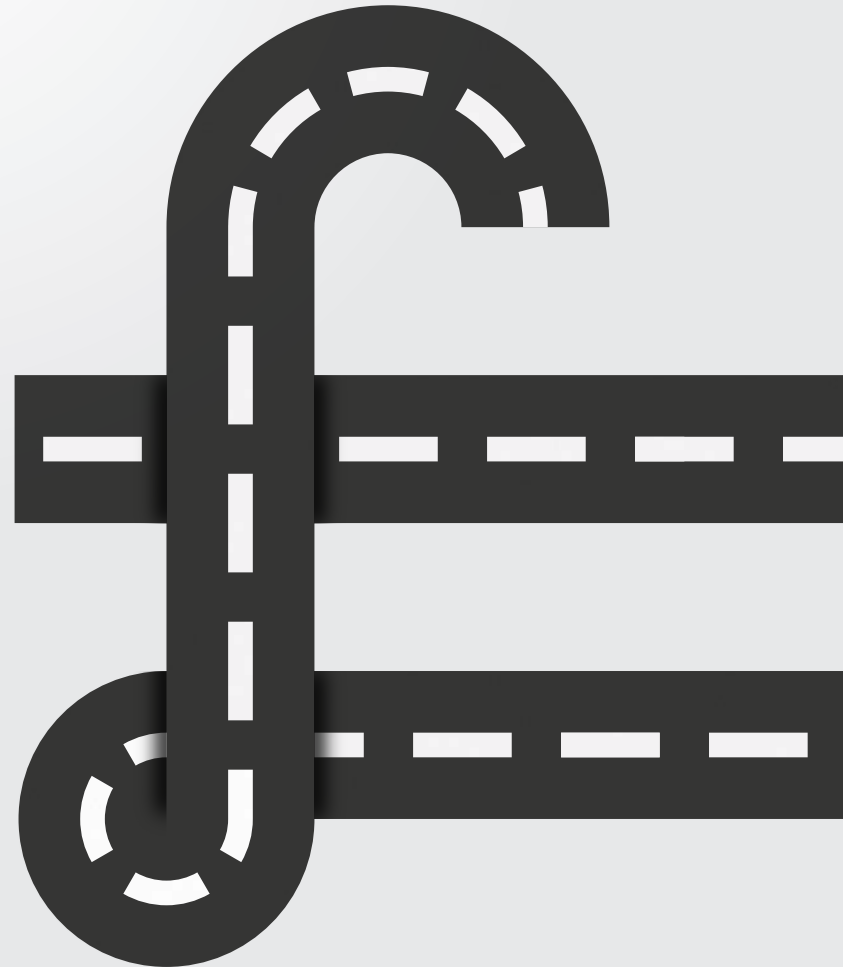
A LOT.

(In 2013, five out of the top seven best green brands were in the automotive category!)*

They are competing to put attractive low-emission cars on the market.

And for execs, too.

* Interbrand “Best Global Green Brands 2013”:
<http://goo.gl/7VMQcQ>



DRIVERS ARE EAGER TO GET IN THE GREEN SEAT.

(NEW CAR! LOW FUEL COST!
KA-CHING!)



AND THE PUBLIC SECTOR HAS PIONEERED GREEN FLEET LEASING. THEY HAD TOUGH STANDARDS TO MEET.

And their demand has helped develop cost-effective green leasing models that work.



**IT'S AN EXCITING TIME
FOR CORPORATE FLEETS
TO GO GREEN.**

**NOT JUST BECAUSE
IT'S THE "RIGHT"
THING TO DO.**



BUT ALSO FOR THESE FOUR REASONS:

1

Because greener
is actually **leaner**,

2

Because **people care**
about this stuff,

3

Because it's **good**
for **business**,

4

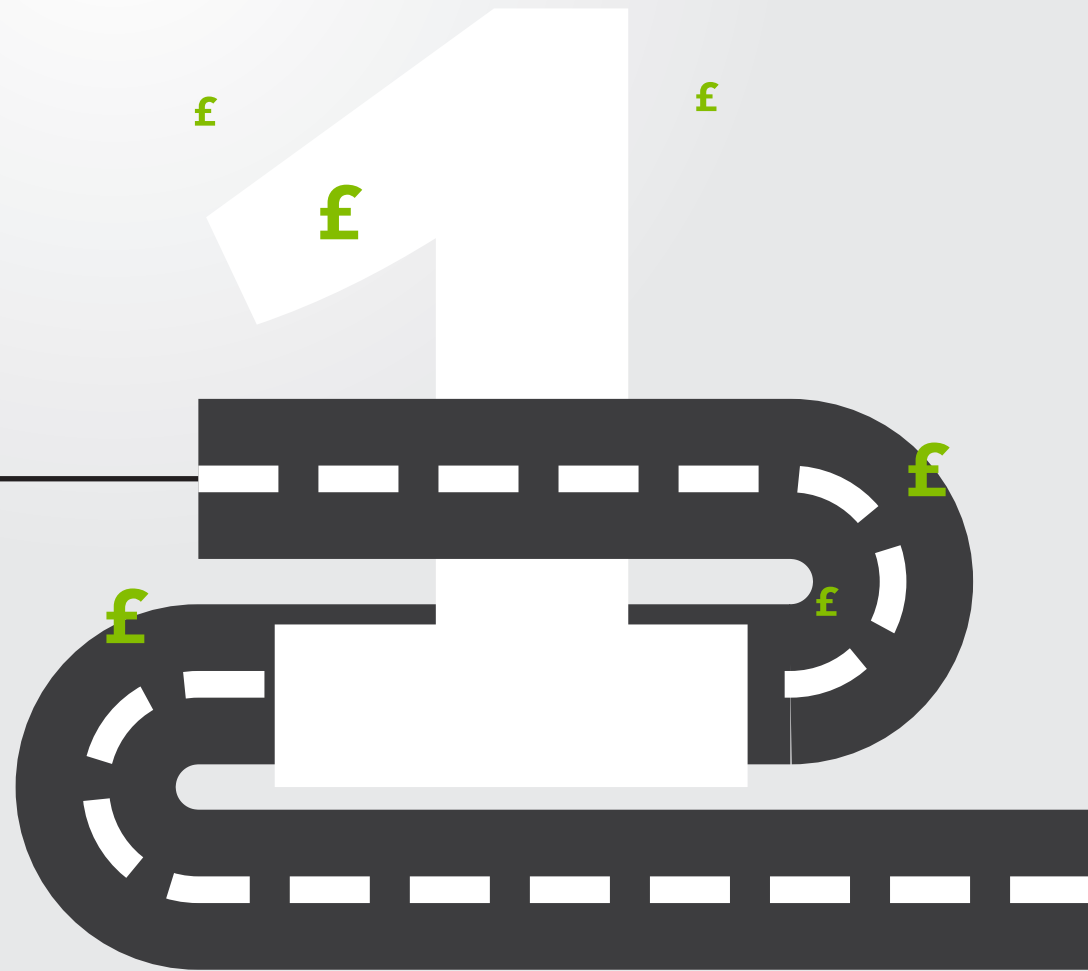
And because it's
not going away.

REALLY?

YES.

LET US EXPLAIN.

**THE TOP REASON
GREENER
IS LEANER...**
**IS SIMPLY
FUEL COST.**



It's the **second largest individual cost** in a leased car (the largest is rental, obviously).

So it absolutely **makes sense to lease sippers, not guzzlers** ...and teach people how to drive them efficiently.

(True fact: telematics can totally help with that.)



THEN THERE'S NATIONAL INSURANCE

And that's lowest for low-emission cars (whereas the leasing disallowance for cars with high emissions (above 130 g/km) means more tax to pay).

So when we look at **Whole Life Cost**, there's a clear business case for going green.

(If you'd like to know more, [check out this video](#).)



**PEOPLE CARE
ABOUT THIS STUFF.**



HERE'S WHAT WE MEAN:

Concern for the environment has become mainstream. And **employees prefer companies** that embrace green thinking.

Corporate Responsibility agendas are built around environmental issues. And yours will really lack credibility if your fleet's all high-emission swankiness.



Green is cooler than ever. Sustainability used to be all tree-hugging worthiness and abstinence — today it's cutting-edge tech stuff (and Leonardo di Caprio drives an Electric Vehicle!).

A green company car is a great perk.
...and saves a hell of a lot of money in fuel cost.



BY THE WAY, IF YOU'RE A BIG CORPORATION, YOU'RE AN IDEAL EARLY ADOPTER FOR ELECTRIC VEHICLES AS PERK CARS.

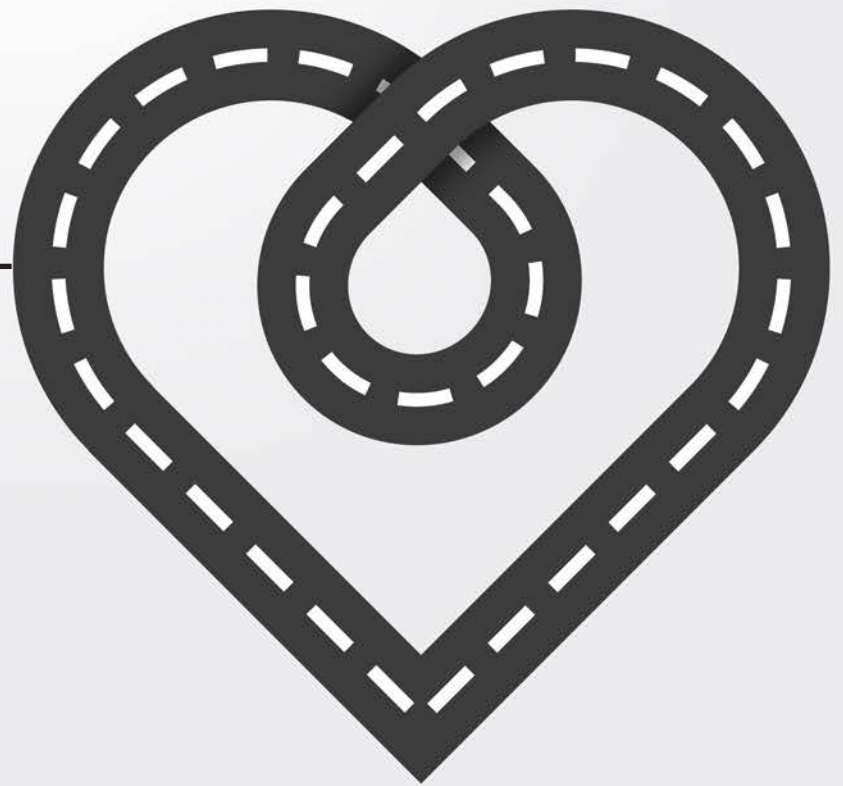
That's because:

- ✓ You're a high-volume buyer (that means a discount — great for total cost of ownership)
- ✓ The vehicles are super visible (CR and PR will love it!)
- ✓ And most of your drivers' journeys never exceed the range of a single charge (so the vehicles can re-charge overnight)



**THAT'S NEAT.
AND IT'S GOT
AN AMAZING
SIDE-EFFECT:**

**YOU'LL BE
SPREADING
EV LOVE!**



**TURNS OUT PEOPLE
TOTALLY FALL FOR ELECTRIC
CARS ONCE THEY'VE
ACTUALLY DRIVEN ONE.**

**GIVE THEM THE EXPERIENCE
AND THEY'LL BECOME
PASSIONATE PROMOTERS.**

(How about that for corporate responsibility?)



**LET'S GET BACK
TO WHY IT'S GOOD
FOR BUSINESS.**



WELL, SUSTAINABLE SUPPLY CHAINS HAVE BECOME A BIG DEAL.

Prospects are looking for evidence that they're working with a **responsible company** (e.g. with an ISO 14001). EV charging stations in the car park look pretty good, too.



GREEN THINKING IS INNOVATIVE.

It's a mindset that shows you don't resist change. And that you're not just all about money.

A green business mentality attracts people who like to think ahead and find new solutions for old problems (and that's the folks you want).

It's an attitude that will help your business **stay on top of what's happening** in the world.



**THE BIGGEST
REASON WHY
YOU SHOULD
GO GREEN NOW,
HOWEVER, IS...**

(DRUMROLL)

**THAT IT'S NOT
GOING AWAY.**



LET'S FACE IT:
ENERGY COSTS, RESOURCES
AND CO₂-EMISSIONS WILL
CONTINUE TO BE AN ISSUE.

And you won't really have a choice.



IN THE NEXT COUPLE OF YEARS...



Fuel will become even more expensive.



Emission laws are going to become more severe (so guzzlers will cost much, much more).



And **inner-city traffic** will become more restricted.

IN THE NEXT COUPLE OF YEARS...



The focus of technology is on eco-friendly developments. **Tomorrow's cool car will be a green one.**



New business models are developing around green technology (like an EV lease with an option for an ICE* for longer trips).



Green cars are becoming viable for normal people. And **normal people will be expecting their company's fleet to lead the way.**

* That's a vehicle with an internal combustion engine aka plain old fuel-powered car.

**WOULD YOU RATHER
WAIT TO GO GREEN UNTIL
YOU HAVE TO?**

**OR DO YOU WANT TO REAP
THE REWARDS OF BEING
A PIONEER?**



**THOUGHT SO.
TALK TO US.**

WE DO GREEN.



WE'RE LEASEPLAN

AND WE'VE SEEN LOTS OF CAR TRENDS IN THE LAST 50 YEARS.

THIS ONE'S REALLY EXCITING.

We're seeing a million possibilities to make a real difference and enjoy all the benefits that come with a sustainable fleet strategy.

If you'd like to learn more about whole life cost and fleet finance [check out our rant.](#)

Want to know how telematics can help green driving? [View our slideshare.](#)

And if you're looking to figure out a way of going green that makes sense for your fleet – we should talk

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THANK YOU!

