

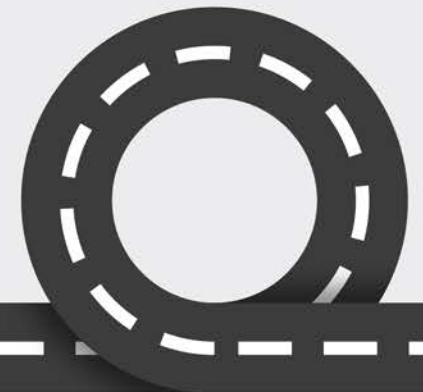
# ENVIRONMENT THE NEW GREEN

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



**GREEN FLEETS.**

**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.

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PRODUCTIVITY

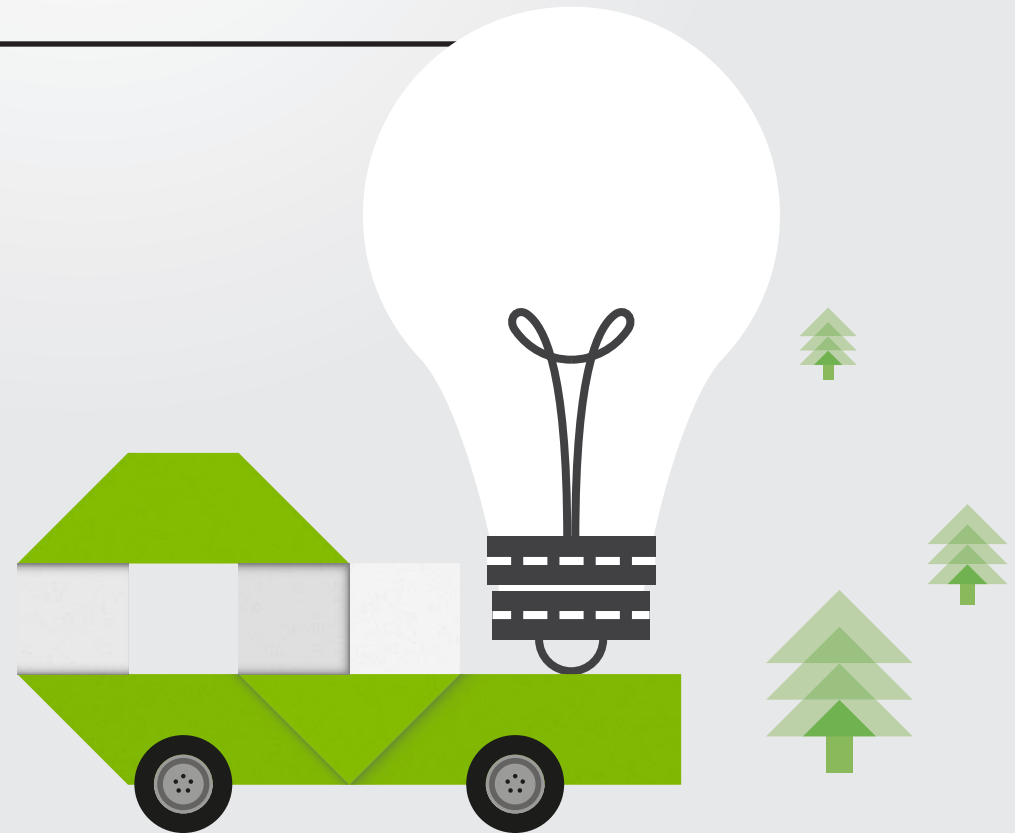
MARGINS

COST CUTTING

THAT KIND  
OF THING.

**BUT GREEN  
THINKING DIDN'T  
GO AWAY.**

---



# IN FACT SUSTAINABLE SOLUTIONS MADE ENORMOUS GAINS.

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



# ECO-FRIENDLY SOLUTIONS ARRIVED IN THE REAL WORLD.

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## 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 about that  
Tesla S. Drool.)

# THESE THINGS REALLY WORK.

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**THEY MAKE  
A DIFFERENCE.**

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





# **GREEN TECHNOLOGY** **IS BACK WITH A** **VENGEANCE.**

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**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.

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

**FOR  
TOTAL COST**

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**FOR  
EFFICIENCY**

---



**FOR  
ATTRACTIVENESS**

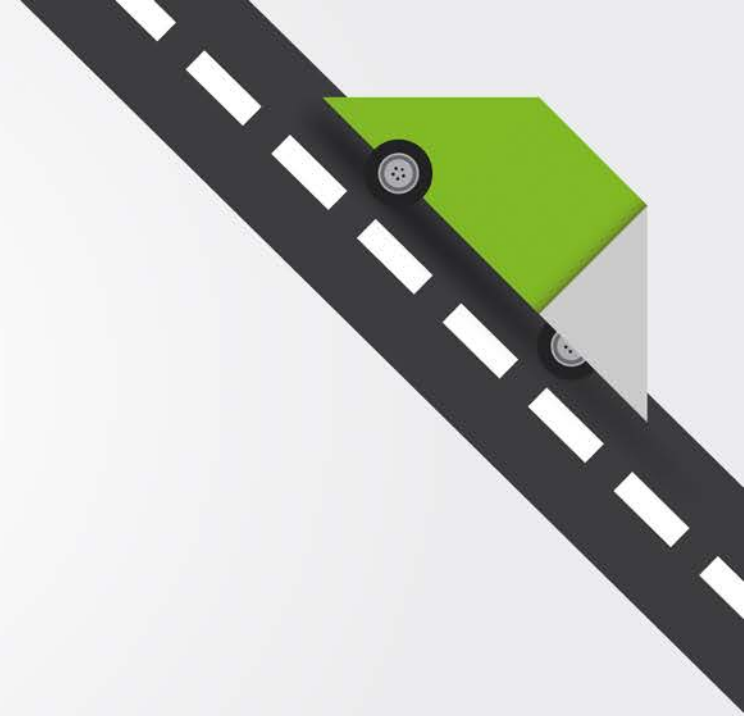
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**AND THE GOOD  
NEWS FOR CORPORATE  
FLEETS IS:**

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

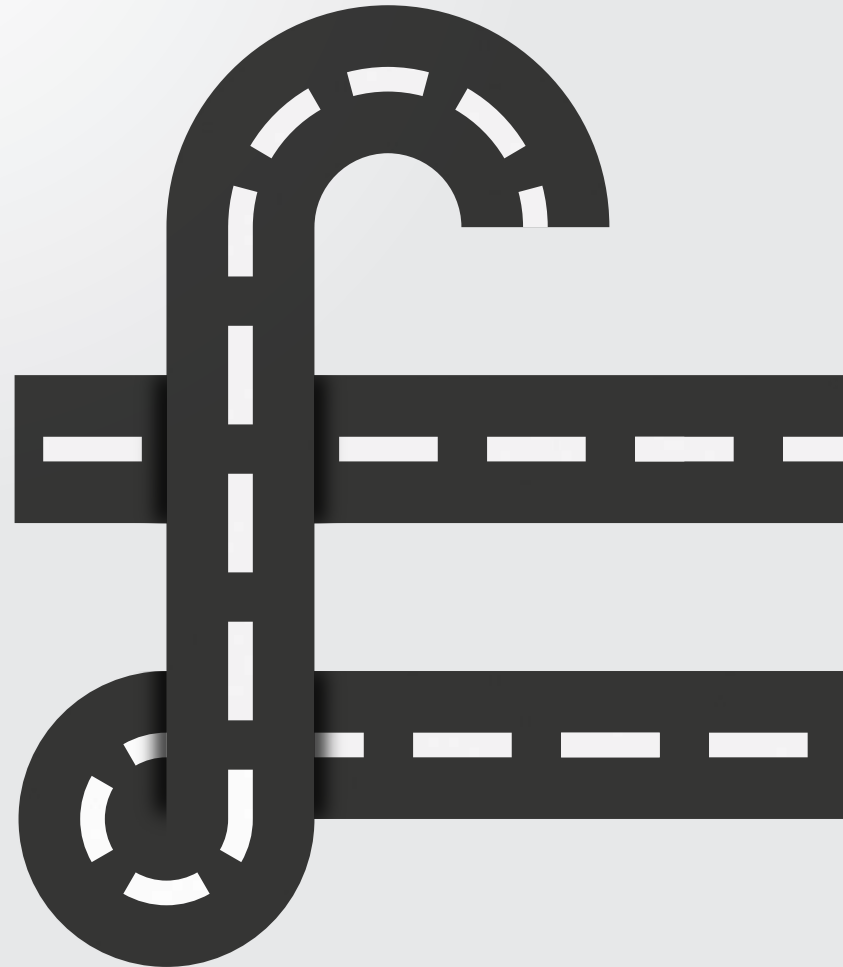


# MANUFACTURERS HAVE INVESTED IN R&D.

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**A LOT.**

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



# DRIVERS ARE EAGER TO GET IN THE GREEN SEAT.

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NEW CAR.  
LOW TAX.  
LOW FUEL COST.  
KA-CHING!



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

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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:

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1

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Because greener  
is actually **leaner**,

2

---

Because **people care**  
about this stuff,

3

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

4

---

And because it's  
**not going away.**

# REALLY?

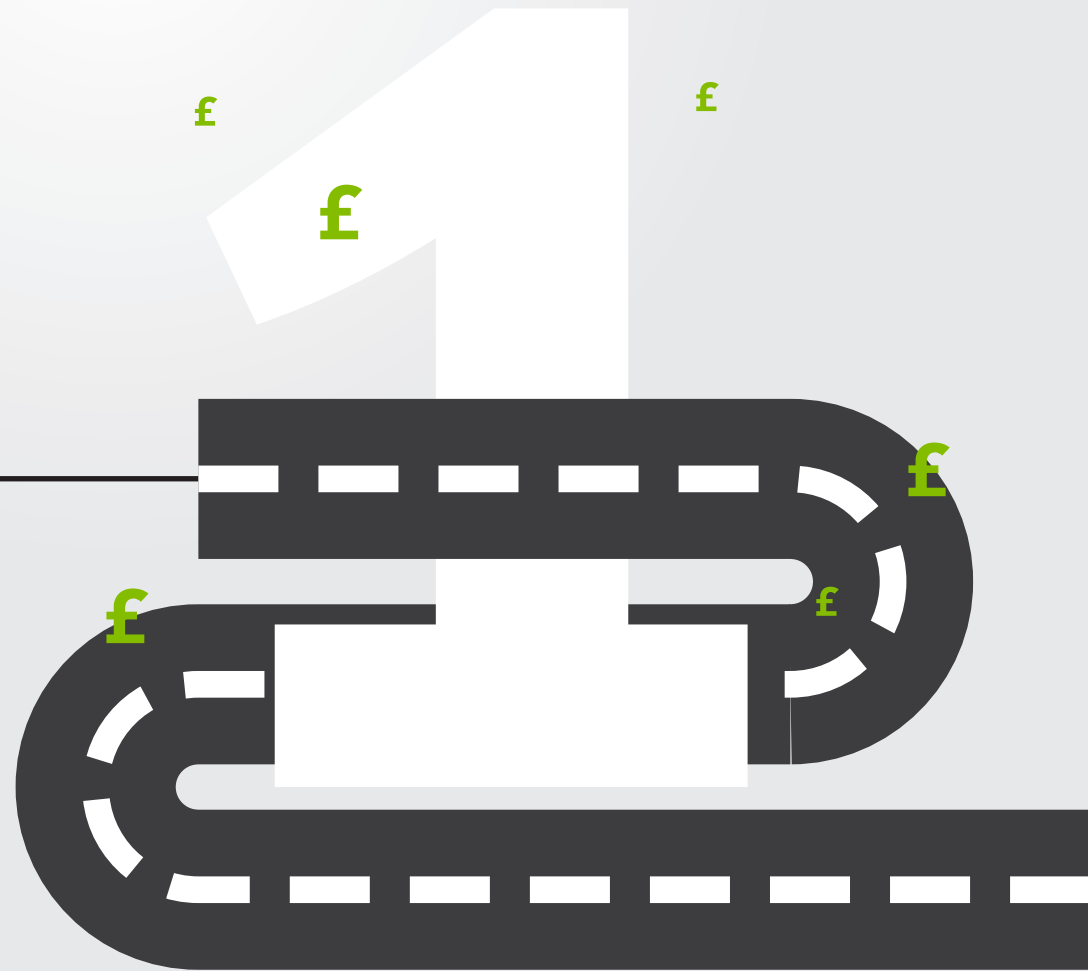
# YES.

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LET US EXPLAIN.

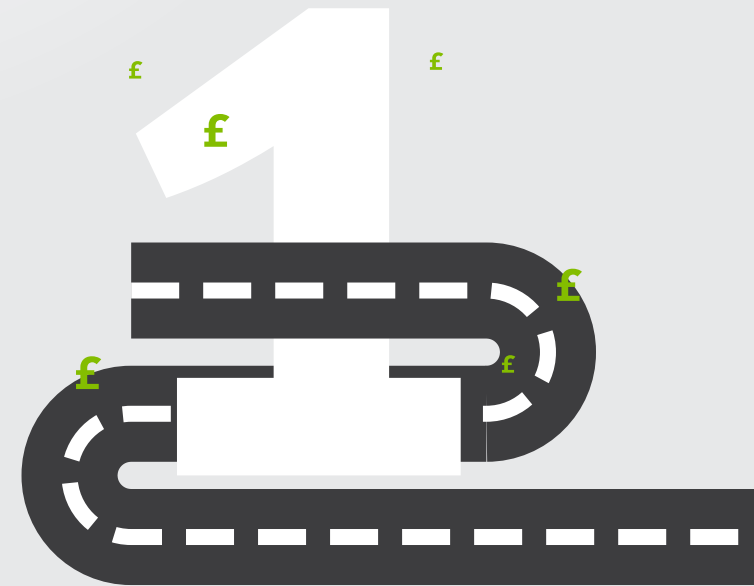
**THE TOP REASON  
GREENER  
IS LEANER...**  
**IS SIMPLY  
FUEL COST.**

---



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.



# THEN THERE'S TAX & NATIONAL INSURANCE

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



**PEOPLE CARE  
ABOUT THIS STUFF.**

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## HERE'S WHAT WE MEAN:

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**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.

**A green company car is a great perk.**  
...and saves 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.

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That's because:

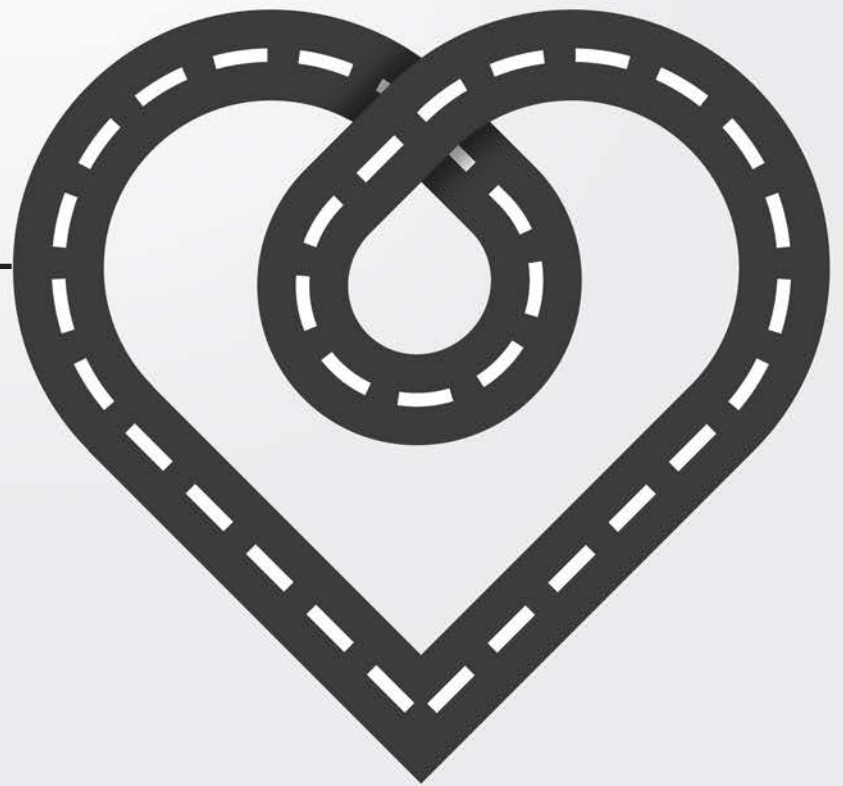
- ✓ You're a high-volume buyer (that means a discount — great for total cost of ownership)
- ✓ The vehicles are super visible (CR and PR will love it!)
- ✓ And most of your drivers' journeys never exceed the range of a single charge (so the vehicles can re-charge overnight)



**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.**

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# WELL, SUSTAINABLE SUPPLY CHAINS HAVE BECOME A BIG DEAL.

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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.

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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...**

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**(DRUMROLL)**

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

---



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

---

And you won't really have a choice.



# IN THE NEXT COUPLE OF YEARS...

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**Fuel** will become even more expensive.



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



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

# IN THE NEXT COUPLE OF YEARS...

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



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



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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?**

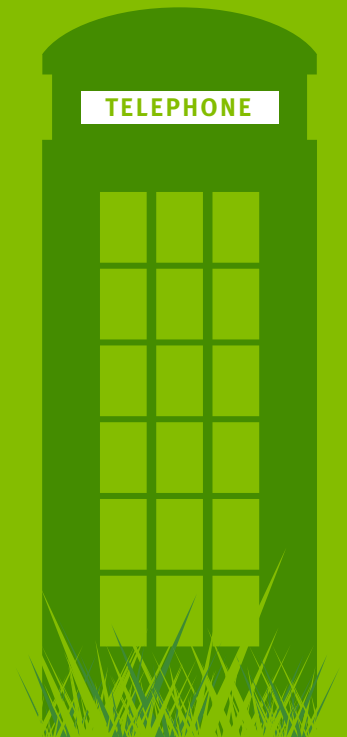
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**THOUGHT SO.  
TALK TO US.**

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**WE DO GREEN.**



# WE'RE LEASEPLAN

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**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.

Tel: 01753 802098  
Email: [newbusiness@leaseplan.co.uk](mailto:newbusiness@leaseplan.co.uk)  
Visit: [leaseplan.co.uk](http://leaseplan.co.uk)

**SHARE THIS  
SLIDESHARE:**





# THANK YOU!

