

# The digital call to arms for commercial fleets

Beverley Wise, Webfleet Regional Director UK & Ireland for Bridgestone Mobility Solutions, considers our digital journey to a sustainable transport future.

**W**ith the impending ban on the sale of new petrol and diesel vans honing into sharp focus – and a fossil fuel HGV ban hot on its heels – the decarbonisation of transport is starting to gather momentum.

Electric van registrations are on the rise, with take-up for the first half of 2022 increasing by 60 per cent on the same period last year, according to latest figures from the Society of Motor Manufacturers and Traders (SMMT).

Despite this positive trajectory, however, we are only at the start of the journey.

E-LCVs represent just one in every 13 new UK van registrations and only 313 electric HGVs are currently in operation. Ninety-nine per cent of trucks are still registered as running on diesel.

## THE DATA SOLUTION TO A GREENER FUTURE

Digital transformation is a prerequisite to accelerating our decarbonisation journey.

For conventional fleets, advanced fleet management solutions, such as Webfleet, can combine a wealth of actionable, reporting intelligence – everything from vehicle location, routing, scheduling and driver behaviour scores to mpg and idling time, maintenance and fuel card information – to reduce fuel consumption and monitor trends that impact carbon efficiency.

Dedicated EV management tools, meanwhile, can offer insights to ease the electric transition and support the on-going operation of electric fleets – minimising cost and optimising performance.

Information on real time battery levels, remaining driving ranges and energy usage can be accessed, alongside insights into charging processes and vehicle charge levels.



## SEIZE THE DAY

Latest research from [Keener to be greener report](#) by Bridgestone Mobility Solutions has revealed that only 53 per cent of commercial fleets currently have a 'robust' strategy for net zero transport, and more than a third (34 per cent) believe their incumbent technologies are insufficient to manage the environmental impact of their vehicles.

While some fleet and transport managers are under pressure from board level execs to develop electrification strategies, it is clear others are struggling to champion the cause and make their voices heard.

Despite more than half (57 per cent) acknowledging that the reputational benefits of having a sustainable fleet would lead to increased business for their company, the study found that more than half (56 per cent) believe decarbonisation risks being held back by competing business interests. Sixty-on per cent say a cultural shift is needed within their company for it to be embraced by all business stakeholders.

Establishing a strong business case that brings all influential stakeholders on board – from sustainability and utility managers to heads of finance, HR, procurement and marcomms – can be crucial for fleets looking to make the electric transition.

Calculating projected Total Cost of Ownership (TCO) savings, using telematics data to compare conventional internal combustion fleet running costs with EV alternatives, is a persuasive starting point. Indeed, the savings already being achieved by progressive fleets are unequivocal.

Digital fleet management solutions can ultimately be viewed as sustainability game-changers – the actionable data they impart not only enable fleets to deliver on our net zero ambitions, but they are proving the decisive catalyst for the green transport revolution.