RIDECELL

What shared mobility means for fleet managers

www.ridecell.com

For many fleet managers, the idea of managing a complex pool of vehicles that communicate location and status with their depot is nothing new. The idea that similar software can be used to share those vehicles amongst a much wider user base, on the other hand, is. How can fleet managers take advantage?

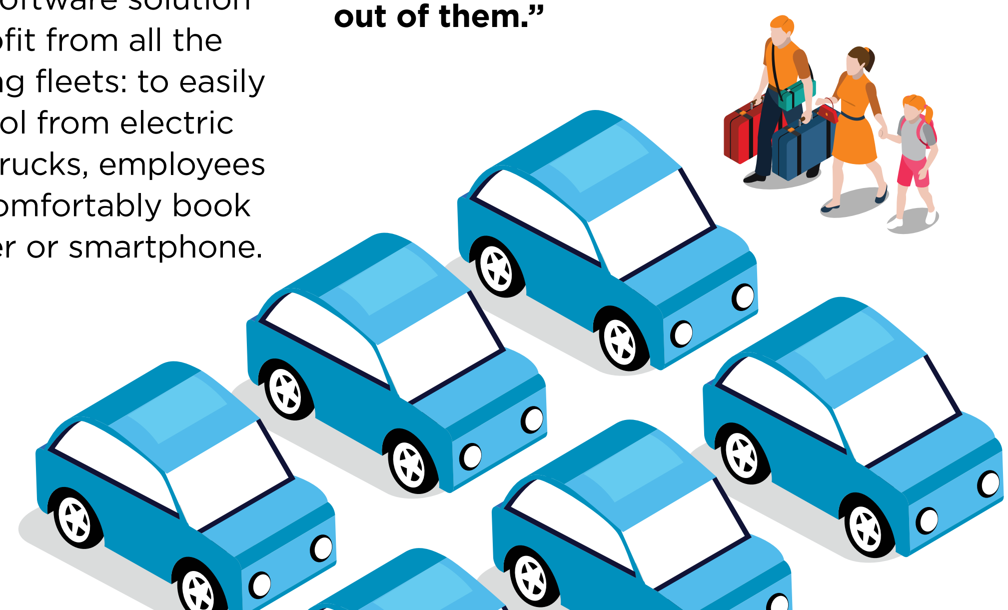
Sweating assets and fostering employee engagement

Corporate carsharing (CCS) is both an efficient way to keep employees mobile, and a means of maximizing vehicle utilization within a given fleet.

Benoit Laflamme, Head of BNP Paribas Rental Solutions, offers contract vehicle hire and full lifecycle support to large corporate clients, typically with fleets of 50-plus heavy-goods vehicles (HGVs). BNP Paribas also owns Arval, the car and light commercial vehicle (LCV) leasing provider. According to Laflamme, "The new reality in our industry is we are in an optimized chain, similar to a just-in-time delivery concept," he explains. "More and more of our clients closely follow their vehicles' usage and are optimizing them around their depots. Every vehicle is important and last mile is very important — now they are questioning, 'do we need to get into the city or do we just drop in a depot and have another type of energy do that last mile?'"

For CCS to run smoothly — whether it be perk-cars or utility vans — planning reliability is essential. It typically requires a separate software solution for companies to profit from all the benefits of car sharing fleets: to easily manage a vehicle pool from electric bicycles to haulage trucks, employees need to be able to comfortably book vehicles via computer or smartphone.

"In terms of accessibility, we have super computers in our pockets that give us location information. If you live in a big urban environment, this is a reality now," says Laflamme. **"More and more companies are opening up their fleet of corporate vehicles to share with employees during the weekends and evenings, to sweat those assets, get better use out of them."**



Managing the mobility needs of the company and community

City planners foresee a near future in which ridesharing and public transport will merge into a web of on-demand transport solutions. **Fleet managers (whether they know it or not) are on a journey from managing grey fleets to outsourcing and leasing, ending with carsharing, mixed mode mobility and, eventually, overseeing a shared autonomous fleet.**

At BNP Paribas, this is the 'direction of travel' that Benoit Laflamme sees, too: "I think society is realizing that investing in steel parts on a road that are used only 20% of the time and generate parking tickets and expenses, is no longer relevant in a world where you can have a van when you want a van, a car when you need a car, and a more comfortable car for longer journeys."

"The company car as a benefit is under question," he says. "In the car contract hire space, we see regulations changing, people are questioning the tax impact. With the addition of flexibility and availability of multiple transport modes, mobility is becoming more attractive — especially for workers who are not on the road all the time, who live in main cities."

The business case for shared fleets

As fleet managers begin to share vehicles in a more efficient way, the business rationale becomes clearer and clearer. The MIND-SETS Knowledge Centre (MSKC), a European intelligence facility for shared mobility, suggests corporate carsharing:

- Eliminates the high overhead and maintenance costs of a company vehicle fleet
- Reduces the need for staff to bring a car to work
- Offers operational advantages over previous fleet-based models
- Can optimize vehicle utilization during periods when the demand for personal use of carsharing services is low
- Adds flexibility through increased mobility options
- Is effective as a transportation demand management and parking management tool

All of this offers fleet managers multiple cost-savings, CSR benefits and employee-friendly options to take to the CEO.

About the authors

This white paper was developed as a collaboration between industry thought leaders.

Lukas Neckermann is Managing Director at Neckermann Strategic Advisors, a consultancy based in London and New York with a focus on emerging new mobility trends and their strategic impact. He is author of three books, “The Mobility Revolution”, “Corporate Mobility Breakthrough 2020”, and most recently, “Smart Cities, Smart Mobility”. He is advisor to four start-up companies: NEXT Future Transportation Inc. based in Silicon Valley, as well as Splyt Technologies, Flock, and Eliport, each based in Europe.

Tim Smedley is a copywriter specializing in urban mobility and sustainable technology. He is also the author of “Clearing the Air: The Beginning and the End of Air Pollution”.

Lukas and Tim have collaborated on numerous books and white-papers since 2015.