



Jeep



FCA | FLEET & BUSINESS

# SOLUZIONI

ISSUE 5. MARCH 2019



## What's rugged and luxurious?

The all-new Wrangler, of course! We look at how the Jeep has progressed over the decades

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# WELCOME

**W**elcome to issue five of FCA Soluzioni. Inside this packed edition, fleet and remarketing director Andy Waite gives an update on our company plan in fleet and how he is balancing a flood of new model launches with a desire to continue to improve on the levels of service for customers.

TCO manager Chris Lovegrove and head of used cars, remarketing and rental Laurence Hagger explain how a new approach to rental and remarketing is boosting residual values across the FCA range and reducing our models' total cost of ownership.

Meanwhile, over at the Geneva Motor Show, we revealed our first electric vehicles and in this issue we give you an exclusive insight into what these cars will mean for your fleet.

The spotlight shines on Tipo special editions, the new Jeep Wrangler, our Mopar Connect system and we also detail the benefits of our 'Ready for Professional' commercial vehicle programme.

With all the talk about connected cars and latest technology, we reveal how our Mopar connect apps and services are helping fleets to manage their operations more efficiently and safely. We hope you enjoy this latest edition.



**SIMON WHEELER**  
CORPORATE MARKETING MANAGER

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# Andy Waite

FLEET AND REMARKETING DIRECTOR, FCA UK

## Having the right level of contact with existing and new customers is among the group's priorities for 2019 and beyond

**O**ne year in and FCA fleet and remarketing director Andy Waite is able to reflect on a successful 12 months for his quintet of brands.

Fleet and leasing registrations for Abarth were up 165%, Alfa Romeo by 12% and Fiat by 16%. Only Fiat Professional, down 15% mainly due to customer replacement cycles, and Jeep, down 9%, bucked the trend, the latter due to the gradual build-up of the revised Renegade and launch of the all-new Wrangler.

Jeep's time will come though, with a product plan including another six model launches or revisions by 2022 and PHEV hybrid vehicles due in 2020. Together with Alfa Romeo, it has the greatest potential for growth in the fleet sector over the next couple of years.

"In the short-term, 2019 and 2020, we are looking at growth in true fleet and a lot of that will be Jeep and Alfa Romeo," Waite says. "Our product strategy, coupled with the recent announcements at Geneva that production of PHEV Jeep will begin in 2020, means we are now increasing our levels of resource to make this happen."

FCA's fleet team is going through a restructure as Waite coincides the flood of new models with his plan to build on the momentum of improved customer experience. He is recruiting a national manager to oversee all FCA's relationships with medium and large corporates; previously the responsibility was divided between three people.

"I want a singular approach to our relationships," Waite says. "To begin with, it's simply having the right degree of contact with existing and new customers. We have to enhance the quality and quantity of interactions we have."

Relationships will be further bolstered by investment in the back-office team, which will take on day-to-day management of the user-chooser fleets. Waite describes it as virtual account management.

"We will be able to focus on at least four points of contact a year with fleet managers of user-chooser fleets. We've not been able to do that before," he says.

He also recognises the importance of engaging drivers, which requires greater familiarity with the brands. That's why FCA is investing heavily in its field-based and office teams, as well as its marketing activity, to "knock over the barriers".

Waite adds: "As a challenger brand, we have to win people over. When they get into a Jeep or Alfa Romeo, drivers are surprised how they live up to the brand values. They deliver whether that's style and driver appeal, or capability and robustness."

Also high on Waite's agenda is further reduction in short-term rental volumes. Fiat, accounting for by far the biggest proportion of FCA rental registrations, cut volumes by 61% last year; Jeep was down 40%.

"We see a need to further improve our residual values by managing our shorter-cycle business. We reduced it last year and we will further reduce it in 2019 – the thinking is by half again," he says.

"It is also important to look at the mix of volume as a percentage of our overall total and our capability to remarket it. We had an outstanding year for used vehicle activity and we have good programmes that are able to take on the volume."

FCA has kept the pricing guides informed about its rental targets which has resulted in a consistent rise in residual values for many models during 2018.

Waite is confident all residuals will rise this year, helping to increase the total cost of ownership (TCO) competitiveness of the cars.

He is also in no doubt that FCA has opportunities to boost its true fleet sales across all the key fleet segments, with his specialist business centre network playing an important role.

"Despite our improvements in our market share over the past few years, significant opportunities are open to us. We have developed our activity through our retailer network for SME and small fleet and we have restructured our programme at the start of the year."

Waite expects to have 25 business centres by the end of the year, expanding the network further into 2020.

The public sector is another target market, with FCA riding the success of its light commercial vehicles in the ambulance sector.

"Now, through CCS (the local authority procurement service), we are on the police framework. There are a number of areas of the public sector supply chain where we can make progress, especially now we have an alternative fuel offering" Waite says.

Meanwhile, in corporate, FCA will continue to work closely with colleagues in mainland Europe to support negotiations with multinational fleets.

"As our product offering grows, we will have the right opportunities to develop the right relationships this year to gain business into 2020," Waite says. "We do well with Fiat Professional and we need to maintain the momentum we have built with the car fleets."

A core part of the FCA strategy is the 'complete coverage' principle. Waite's team can offer fleets every model from a Fiat 500 pool car to a 3.5-tonne van; they can stretch into affinities offers and cash-for-car solutions. In short, FCA has something for every fleet.

"From the practical to the emotional, we can do it all with one conversation. There aren't many fleets that don't have a fond memory of at least one of our models. It doesn't win business, but it does allow us to start the conversation about how we can add value to their business and support them with cost-effective solutions," Waite says. "And, as our RVs improve, our TCO will improve helping our leasing arm, Leasys, to offer even more competitive rentals. Our product range will continue to widen so there are rational reasons for choosing us. We are a logical choice for fleets and their drivers."

**"As a challenger brand, we have to win people over. When they get into a Jeep or Alfa Romeo, drivers are surprised how they live up to the brand values. They deliver whether that's style and driver appeal, or capability and robustness"**

# Arnaud Leclerc

MANAGING DIRECTOR, FCA GROUP

## Breadth and appeal of FCA brands is simply 'compelling' and group has a product to suit every fleet requirement says managing director

**T**welve months into Arnaud Leclerc's posting as managing director, Fiat Chrysler Automobiles (FCA) UK & Ireland, he is in no doubt about the strength of the brands he is helping to deliver to market.

While he concedes there have been challenges along the way, Leclerc says the group's newly established range, spanning numerous sectors with the varied appeal of its four – car and LCV – brands is a compelling offer to fleets.

Additionally, Leclerc is confident he has a support network in place to make FCA a key challenger to the UK's biggest fleet sector players.

Now, as he tells *Soluzioni* magazine, it is time to deliver the exposure that new products from Alfa Romeo, Fiat, Jeep and Abarth warrant, backed by levels of bespoke customer care to exceed those demanded by fleet operators.

"The main advantage of presenting the FCA Group's proposition to fleet customers is that we are a true multi-brand solution," said Leclerc. "We very much have a product to suit every fleet requirement.

"Whether we are presented with public sector, corporate, SME customers or demanding user-choosers we can meet their needs."

Leclerc described 2018 as a year the FCA Group truly began to focus on its long-term goals in fleet.

"We clearly wanted to decrease our presence in short-term fleet and really focus on building our sales into the corporate, SME and public sectors," he said.

This had an impact on the brands' fleet registration figures.

In 2018, Alfa Romeo's fleet registrations declined by 17.2% to 1,522 (2017: 1,839), Fiat's by 42.8% to 12,052 (2017: 21,070) and Jeep's by 5.8% to 3,258 (2017: 3,460).

The shift has allowed the FCA organisation to add emphasis to the bespoke approach to customer service, which is delivered by its business centre network. Leclerc said the strength of its team of back office fleet sales and support operation, and its field-based team of fleet managers, has helped drive standards that are higher than ever. The net result of this action was an overall increase in 'true fleet' sales for Fiat, Alfa Romeo and Abarth.

This change in strategy has enabled FCA to strengthen its position as a 'challenger brand' in the UK with a concerted push to promote a crop of entirely new and updated vehicles to the fleet sector.

Leclerc said: "In the UK we are considered a 'challenger brand' so our next priority is very much to ensure that people get to know the strength of the products we have and the value they offer.

"One of the most important KPIs we had was that of needing to improve our group-wide residual values. The quality of the product that has come through in recent months and years, and some close working with the team at Cap HPI, has helped to achieve that goal.

"The result is that business users are able to benefit from far more

affordable rates and a lower cost of ownership when they choose an FCA Group vehicle, and that is a huge selling point for us now."

Among the new products to boost residuals, and the profile of the range as a whole, have been the Giulia saloon and the Stelvio SUV.

But Leclerc is also proud of the influence of the recently-introduced flagship Jeep Grand Cherokee Trackhawk, a vehicle which has put the 4x4 brand firmly in the super-premium end of the segment with its £89,999 price tag and 710PS 6.2-litre V8 engine.

"That's a car which will really help to build profile, even in the more conservative parts of the fleet market," said Leclerc.

Visibility and affordability need to be matched with practicality, though.

Leclerc said this means that a first-rate customer service and a franchised network which is prepared and equipped to meet the needs of fleet customers is vital.

The FCA Group currently has 15 strategically-positioned specialist business centres, Leclerc said, and while an ambition first voiced in 2018 that the brand would develop up to 40 such centres was still on the cards, he is not willing to grow quickly at the expense of quality.

"I have faith in our retailers, but this is a specialised area of the business and certain standards have to be met," he said.

"The ambition is still there to grow the business centre network but we are determined to maintain the highest standards for our fleet customers and, as such, it's not a short-term goal.

"It is better that we are able to offer the very best customer service from strategic locations and be sure that we are able to offer the levels of knowledge and service that we demand."

Among the key demands that Leclerc is keen to impress on the business centre network is that of a need to address fleet issues with great urgency.

For example, retailers are being encouraged to provide a mobile maintenance service around the clock.

Leclerc said: "If a fleet customer needs an issue solving right then and there our aftersales offering has to be mobile.

"We have to be there to address the needs of fleets and keep their vehicles on the road, working at anti-social times if necessary.

"We empower our business centre network to be flexible to meet the needs of their fleet customers. We don't always have a fixed set of criteria for every fleet, every situation, but we pride ourselves on being flexible and finding the right solutions. The partners we work with can provide that."

Reliability is another area in which FCA UK is keen to see its brands excel with both its cars and LCVs as it competes for a share of public sector contracts with the NHS.

After securing a position as provider to 11 of the UK's 13 NHS ambulance trusts last year – a rise from just two four years ago – the group's fleet team feels bullish about its growth potential.

The FCA fleet team estimates that the average cost attached to a German competitor ambulance would have been in the region of £100,000, whereas the equivalent Ducato would be closer to £70,000-£80,000.

Leclerc shares their optimism: "We have high hopes for the Ducato. At the start of 2018 we encountered a few supply issues which affected our registrations performance, but we know it's a strong product and the relationship we are forging with the NHS is very promising."

# FCA gives debut to four new cars at motor show

Each member of the quartet will have an electrified powertrain



**F**CA Group ensured it was a star of the Geneva Motor Show by giving world debuts to four cars – all with electrified powertrains.

Alfa Romeo unveiled a concept version of its Tonale compact SUV, which will be available with a plug-in hybrid powertrain when the production model is launched at the end of next year.

Fiat's Concept Centoventi is an electric car which showcases the brand's idea of electric mass mobility in the near future, while Jeep previewed the Renegade and Compass E-evolution plug-in hybrid models.

Here we take a closer look at the four vehicles:

## Fiat Concept Centoventi

Fiat unveiled its Concept Centoventi at the Geneva Motor Show – its vision of electric mass mobility in the near future.

The manufacturer says it would be the least expensive battery electric vehicle on the market, as well as being the easiest to repair and service, with lower risk of damage and even lower total cost of ownership.

Named to mark the manufacturer's 120 years of history – centoventi means 120 in Italian – the car is fitted with a battery with a range of 62 miles as standard, but if more range is needed up to

three additional batteries, each providing 62 miles of driving, can be bought or hired.

The extra batteries are installed underneath the floor of the car by the Fiat dealer network, while a sliding rail which supports and connects the batteries makes their installation or removal quick and easy.

An additional battery, which is mounted under the seat, is also available and can be disconnected and put on charge directly in the user's home or garage. The total range which can be achieved is 310 miles.

The Concept Centoventi's multiple charging socket is located at the bottom of the windscreen, while the cable reel housed under-

neath the trim eliminates the need for a cable storage space in the boot. The modular approach of this battery installation is reflected throughout the car.

Its cockpit, which can accommodate up to four people, has been created on the 'plug and play' principle.

The dashboard has small holes into which a number of additional components – ranging from a cupholder to a bottle box – can be fitted, thanks to the patented interlocking mounting system.

The Concept Centoventi's dashboard is available in two options. The first makes a smartphone the heart of the system, in combination with the cluster's main 10-inch screen, and the user is able to 'connect' their phone or tablet to the dashboard to use its navigation, music and messaging functions.

Drivers who want a more traditional solution can choose the second option: the new Lingotto instrument cluster, which is a fully digital 20-inch device.

Integrated in the Lingotto display's support are driving assistance and safety functions, such as direction indicator, blind spot warning and battery charge status.

Concept Centoventi's seats feature a bare structure made from eco-sustainable materials, while the cushions and head restraints can be replaced to change their colours and materials.

For extra flexibility, the front passenger seat can be substituted with a storage box or child seat, while the rear seats consist of a retractable bench and a back which rotates to make a boot with increased load capacity.

The standard car comes with an open roof, while the tailgate can accommodate an innovative digital display which can share messages with the outside world. When the vehicle is on the move, the display will show only the Fiat logo, but once it stops, the driver can switch to 'messenger' mode.

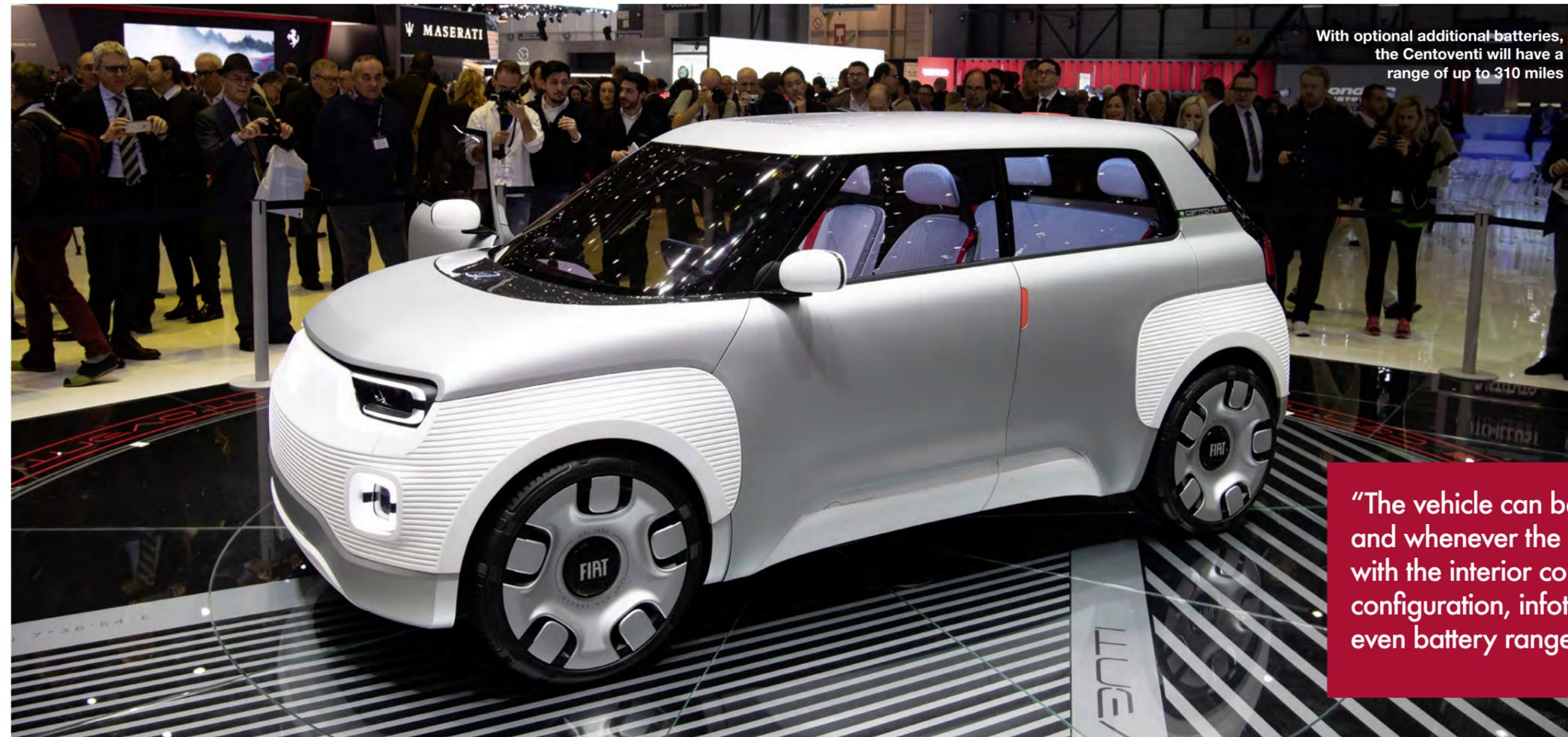
Customers will be able to personalise the Concept Centoventi through the 4U programme, with a choice of four roofs (a two-colour polycarbonate top, canvas soft top, integrated cargo box and a roof featuring a solar panel), four bumpers, four wheel covers and four external wrappings.

This means the vehicle can be updated however and whenever the driver wants – with the interior configuration, roof configuration, infotainment system and even battery range all easily changed.

Except for six features (bumpers, polycarbonate roof, colour, Lingotto instrument cluster, batteries and digital tailgate) which can only be installed at retailers, the other 114 accessories specifically designed by Mopar – including the sound system, dashboard and seat cushions – can be bought online and fitted by the customer.

Some simply structured accessories, such as a cup holder or document holder, can be produced using

a 3D printer in the owner's home, at their dealership or at a specialist printing shop.



## Alfa Romeo Tonale

Alfa Romeo wowed the crowds at Geneva when it unveiled its Tonale compact SUV concept vehicle.

A production version is expected to be launched by the end of next year and will be the first Alfa Romeo to feature a plug-in hybrid powertrain, with the manufacturer aiming for it to deliver the best driving dynamics in the segment.

Just as with its bigger brother the Stelvio, Tonale is also named after a pass in Italy, as it marks a step forward for the manufacturer – “in Italy, a step means a pass and this is clearly the next step for our brand”, says Roberta Zerbi, head of Alfa Romeo EMEA.

The concept has many classic Alfa Romeo styling features, and the production version should strongly resemble the vehicle on show in Switzerland.

“In terms of style, the concept really gives a very good indication of what the future model will be, both in terms of proportions and in terms of some iconic features starting with the telephone dial wheels and the ‘3 plus 3’ front headlamps seen on an Alfa Romeo 75 and Brera,” says Zerbi.

“It is also our first step into electrification and the decision to present this concept as a plug-in hybrid is because the plug-in hybrid allows us to have the best of the two worlds – the normal combustion engine, coupled with electric.

“We are working night and day to turn the concept into reality.”

Roberta said powertrain options were still being evaluated, but the engine line-up would also include mild hybrid technology.

Like all recent Alfa Romeos, the Tonale will feature the brand’s DNA drive mode selector, which will be updated to support the car’s hybrid system. This will see ‘Dynamic’ replaced by ‘Dual Power’ which makes the petrol engine and electric motor work together

to deliver maximum performance; ‘Natural’ remains a balance between efficiency and outright power; while ‘Advanced Efficiency’ becomes ‘Advanced E’ for pure-electric running.

The concept is also equipped with a high level of technology to ensure a connected, comfortable and dynamic user experience.

The interior features a 12.3-inch full digital cluster and a 10.25-inch touchscreen central head unit.

The Tonale allows the driver to be fully connected to the Alfa Romeo lifestyle and social communities presented through the new infotainment features Alfista and Paddock.

Alfista provides a fully connected interface with select Alfa Romeo clubs and community events, with the in-vehicle app allowing the driver access to live news and updates on the brand.

Paddock is the Alfa Romeo Tonale in-vehicle garage and market for real-time viewing and purchasing of the latest interior and exterior performance upgrades and equipment.



The Tonale concept car gives a good indication of what the production model will look like

Jeep will start building the Renegade later this year



## Jeep Renegade and Compass plug-in hybrids

Jeep revealed plug-in hybrid (PHEV) versions of its Renegade and Compass compact SUVs, which will offer CO<sub>2</sub> emissions of below 50g/km.

Production of the Renegade PHEV will start before the end of this year, while the Compass PHEV will follow in early 2020.

Both models will be powered by a 1.3-litre turbocharged petrol engine combined with an electric motor.

In the Renegade this will be available with combined maximum power outputs of either 190hp or 240hp dependent on the engine choice, while the Compass will have 240hp.

Both models will offer an electric-only range of around 31 miles, a top speed in electric mode of approximately 80mph and will be able to accelerate from a standstill to 62mph in around seven seconds.

As well as offering lower CO<sub>2</sub> and increased efficiency, the electrified powertrains will further improve the ranges’ impressive off-road capability through the greater torque offered by the electric motor as well as the ability to adjust it with precision while driving on challenging terrain where a very low axle ratio is needed.

The new electric all-wheel drive technology (eAWD) provides traction to the rear axle through a dedicated electric motor instead of a propshaft, as used in combustion-engined four-wheel drive cars.

This allows the two axles to be separated and to control the torque independently in a more effective way than a mechanical system.

Both the Renegade and Compass PHEVs feature a dedicated instrument cluster and infotainment screen, updated with information related to daily hybrid driving.

**“The electrified powertrains will further improve the ranges’ impressive off-road capability through the greater torque offered”**

Compass production is expected to start early in 2020



## FCA vehicles enjoy an amazing year for award wins

Whether rewarded for their off-road prowess, crossover fun or high-speed performance abilities, FCA's vehicles have swept up accolades this year.

4x4 Magazine recognised both the Jeep Wrangler and the Fiat Panda Cross in its 4x4 of the Year honours, while What Car? has given top spots to the Alfa Romeo Giulia Quadrifoglio and Stelvio Quadrifoglio in its Car of the Year awards.

The specialist off-road driving publication's expert panel gave the new fourth-generation Jeep Wrangler a Special Off-Road Award in this year's competition. The Wrangler beat some very capable competitors in the category, which judges assess exclusively on off-road performance.

4x4 Magazine also honoured the Panda Cross with first place in the Crossover category of its 2019 awards, the vehicle's second year in a row clinching the title. Judges praised the Panda Cross for its engines, its off-road capability and the ability to put a smile on their faces.

Alan Kidd, editor of 4x4 Magazine, said: "Its light weight

and tidy proportions mean it is incredibly manoeuvrable and sure-footed on rough ground. You have to go a long way to find its limits."

Also celebrating its second year winning a car of the year gong is the Alfa Romeo Giulia Quadrifoglio, which was named 'Performance Car of the Year' in What Car?'s 2019 awards, following its win last year for 'Sports Car of the Year'.

Steve Huntingford, editor of What Car?, said: "The Giulia Quadrifoglio's second Car of the Year category win is arguably a greater success than its first. But it should be no surprise – we're talking about a comfortable, spacious, well-equipped saloon that's more fun to drive than rivals costing tens of thousands more."



Panda Cross won an award from 4x4 Magazine

## Alfa Romeo Racing limited editions debut at Geneva



Visitors to the Geneva International Motor Show were treated to a debut of limited edition "Alfa Romeo Racing" versions of the Giulia Quadrifoglio and Stelvio Quadrifoglio.

This is Alfa Romeo's second year competing in F1, in partnership with Sauber (see page 25), after a long absence and the "Alfa Romeo Racing" limited

edition celebrates its return to the championship.

While retaining all the technical features of the Quadrifoglio models, this special series mimics the livery of the F1 cars with Trofeo White and Competizione Red two-tone paintwork, among other unique stylistic details.

Visitors to the Alfa Romeo stand were also able to admire the team's F1 car, driven this season by former world champion Kimi Räikkönen and Italian driver Antonio Giovinazzi.

Alongside the high-performance models were the Alfa Romeo Stelvio Ti, which sees the introduction of the historic, high-spec "Turismo Internazionale" name to the Stelvio range, as well as the new MY19 Giulietta.

## Three new trims for the Giulietta

Alfa Romeo has updated the Giulietta for 2019 with a new range offering a choice of three trim levels – Super, Speciale and Veloce – along with three Euro 6D-compliant engines (1.4-litre 120hp turbo petrol, 1.6-litre 120hp Multijet diesel with manual or Alfa TCT automatic transmission, and a 2.0-litre 170hp Multijet diesel with Alfa TCT).

The updated range also sees the debut of Visconti Green livery, new 18-inch alloy wheels and special upholstery.

The new models are available now and prices start from £19,750 OTR for a 1.4-litre 120hp Giulietta Super.



# Members of FCA Drivers Club enjoy numerous useful benefits

VIP hospitality, industry event tickets and gifts/discounts are among the perks on offer

**T**he FCA Drivers Club offered its members privileged access to a number of exclusive industry events in 2018 and plans to triple its membership pool this year.

Membership of the club is open to drivers of FCA vehicles – Fiat, Abarth, Jeep, Alfa Romeo and Fiat Professional – and of rival brands. Members enjoy a range of benefits, such as free gifts and discounted accessories for FCA drivers and extended test drives for qualifying drivers of rival brand cars.

But one of the biggest perks is the unprecedented access drivers of company cars get to industry events such as the Fleet Show and Company Cars in Action (CCIA), which FCA has already committed to in 2019.

FCA Drivers Club members who attended the Fleet Show at Silverstone were treated to hot laps on the renowned racing circuit with professional drivers in the Alfa Romeo Giulia Quadrifoglio and 4C models, as well as the Abarth 124 Spider and Jeep Grand Cherokee SRT. Drivers could also test the cars themselves up to a more road-legal 70mph.

Those attending CCIA were able to drive the full range of FCA products on the road circuits at the Millbrook Proving Ground and were also encouraged to put Jeep models and the Fiat Fullback pick-up truck through their paces on the off-road course.

"These events allow us to show people the full portfolio of our cars and they give drivers a real opportunity to test the car in an envi-

ronment that would not normally be available to them. It is a nice perk of being a member," said Simon Wheeler, corporate marketing manager, FCA UK.

Free tickets, on a first-come, first-served basis, were also available to members at the Goodwood Festival of Speed and the Farnborough International Airshow.

At Goodwood, FCA Drivers Club members were offered hospitality at the Alfa Romeo stand, where the Alfa Romeo Sauber Formula 1 team showcar was on display. For 2019, the team has been renamed Alfa Romeo Racing and an entirely new car has been designed (see page 25).

Members were also invited for VIP hospitality at the Farnborough International Airshow, which hosted a track running off-road Jeep demonstrations and provided guests with great views of air displays.

In addition to the events, which Wheeler said attracted about equal numbers of FCA vehicle drivers and drivers of competitor products, the FCA Drivers Club offers members a range of other benefits.

Drivers of FCA vehicles get a welcome gift upon joining, as well as access to the Privilege programme, which offers a range of offers and discounts on new vehicles across the FCA brand portfolio.

Those members who drive company cars from competitor brands can arrange for a free three-day test drive of an FCA product if they meet the business criteria.

To join the club, please go to [www.fcadriversclub.co.uk](http://www.fcadriversclub.co.uk) or join the members-only Facebook group for more information.

# Chris Lovegrove

TCO MANAGER, FCA UK

## Reducing total cost of ownership is leading to increased interest from fleets as the policy to raise residual values by reining in rental involvement pays off

**F**CA has established a clear strategy in the rental market which is helping the company to raise residual values (RVs) and improve its cars' total cost of ownership (TCO).

Chris Lovegrove, FCA TCO manager, explains: "We have sales planning objectives with pre-planned volumes in certain sales channels and an important part is the rental car business. We want to be in rental, but we also want to control our volumes and make sure they are in perspective with the total market share of our brands."

For FCA, the right balance is typically 6-8% of its total volume of new cars sold. This ensures that its used car supply is not too heavily weighted towards nearly-new cars, given rental models return to market after nine-to-12 months.

Also important is having the right combination of vehicles, Lovegrove says: "So we have higher trim versions, a mix of specification and nice colours – not the budget, entry level cars."

A key part of the approach centres on FCA's new car launch strategy. Rental plays a role there, too.

"Even when we have a new car launch, we aren't put off by rental. It creates good awareness for us; we use it as a way to get people talking about the car and we tie it in with our used car programmes," Lovegrove says.

Appointed TCO manager in 2016, Lovegrove quickly realised the business had an imbalance of supply and demand in its nearly-new cars. After further analysis, FCA revised the 2017 strategy and changed the mix.

"Our volumes are a third of what they were in 2016, and they are also down as an overall mix of our sales," Lovegrove says.

"That puts us back in a good supply-and-demand pattern that produces strong RVs."

In 2019, FCA is implementing a similar strategy with vans, which, historically, have done very little rental.

"We plan to do a modest volume of van rental in 2019 across the range with a mix of shapes, sizes, colours and engines," Lovegrove says.

The measured and tightly controlled approach is working for all five FCA brands.

"When we compare FCA to the market through 2018, 70% of our models have improved their RV by more than their competitor set. And, when we include 2017, that increases to 80% of models improved," says Lovegrove. "The result of stronger RVs is stronger finance offers and more interest from fleets as the total cost of ownership reduces."

FCA analysis of forecasted RVs shows customers are benefiting

from "quite dramatic" equity when they defleet their cars – in short, they are achieving prices today much higher than the ones originally predicted.

"Take, for example, the current Fiat 500 when it was launched in 2015 with a three-year forecast. A company coming to the end of the lease in 2018 could've seen an uplift of £1,500 in positive equity," Lovegrove says.

"Many of our Alfa Romeo models are the same. On average, we have seen a 10% increase versus the original forecast."

FCA plans to push on this year by increasing the range of vehicles available to short-term rental customers. Historically, volumes have centred on three or four models; FCA intends to more than double that number.

"This will further create a positive balance on supply and demand," he says.



# Laurence Hagger

HEAD OF USED CAR, REMARKETING AND RENTAL

## Pricing guides are raising their RV forecasts on models after FCA Group takes unusual step of combining used car, remarketing and rental roles

**C**arefully controlling rental volumes and the mix of models, derivatives, engines and colours that are made available to short-term hire companies is just one part of the FCA strategy to boost residual values (RVs) across its five brands.

Equally important is what happens to those cars and vans once they are defleeted. This is where FCA's used car programmes come in.

Launched in 2016, the two programmes – Found, Approved and Used for Fiat, Abarth and Fiat Professional; Selected For You for Jeep and Alfa Romeo – ensure there are structured processes in place across the franchised retailer network to manage the return of nearly new cars from rental, ex-demonstrators, courtesy cars and management vehicles. The network handles 75% of such volumes.

Completing the strategy was the merger of used car, remarketing and rental duties into one role. Laurence Hagger, previously head of sales, was appointed to run the new operation last April.

He acknowledges that the decision to combine the responsibilities is unusual among manufacturers but believes it is a key reason why FCA RVs are strengthening.

"We can identify what we need in our used car portfolio, what's most profitable for retailers and us, so we can get the right stock levels, the right models and derivatives, and the right volumes into the market," he says.

Last year saw FCA introduce its blended model approach which will continue in 2019. "It's not about high volumes of one or two models, but lower volumes across the range with consistent supply spread across the year, rather than flooding the market over a few months," Hagger says. "This means we can manage everything through the network."

The used car programmes have delivered higher RVs and this has been noted by the pricing guides which are raising their forecasts.

"We are one of the highest in our basket of competitors on key models," Hagger says. "The guides see the value in us bringing rental and used together."

FCA favours rental relationships with buy-back agreements because of the level of control it provides by which the cars return to the used car market. "We do some risk, but we aim for no more than 10% of rental to be risk. And we avoid it on recently launched new cars altogether," Hagger says.

With the processes and structure in place, his next priority is to ensure FCA better facilitates the pre-selling of cars to the network. He is working on a programme now, with a launch planned later this year.

"It will be important going forward to advise retailers what cars

are coming back and when so we can have many vehicles pre-sold before they return," he explains.

FCA has already made significant improvements to the speed with which ex-rental vehicles become ready for sale by working with its suppliers to prioritise the vehicles requiring refurbishment, ensuring a consistent range is always available.

It has also made changes to its company car programme to enable damage and repairs to be carried out before the car is remarketed.

"Vehicles are now on average available two-to-three weeks quicker compared to last year and that also helps to strengthen RVs," Hagger says. "Some put cars into the market before they are refurbished but we prefer to delay so we can ensure they are in the best possible condition. It's a feature of our used car programme which demonstrates to customers why they should buy a car from us at a higher price than a used car supermarket."



# Exploring ways to get closer to fleet partners

Alfa Romeo and Jeep benefit as FCA Fleet & Business builds brand awareness through 'get to know you better' meetings with Hitachi Capital

**B**uilding long-lasting relationships with key influencers is a priority for FCA Fleet & Business in establishing Alfa Romeo and Jeep as leading brands in the fleet industry. Many end-user fleets rely on their leasing companies to recommend the right cars to drivers, which often means brands can be left off of choice lists.

In order to strengthen relationships with its leasing partners, FCA Fleet & Business has begun sponsoring some of the partners' sales meetings.

The first one of the year was with Hitachi Capital. Led by Adam Bowen, leasing and contracts manager at FCA Group, key members

of the FCA fleet sales team joined 22 people from Hitachi. It gave Bowen a chance to present to the account managers and new business managers from Hitachi Capital, before demonstrating the latest models in the Fiat, Alfa Romeo and Jeep line-up. "Every OEM wants to talk to the funders, but it's very hard to get all the key people together at one opportunity. "The only way of doing it is hosting one of their quarterly national sales or new business meetings, and to host the first one of the year for Hitachi was a great opportunity for us," Bowen said. Once the day was complete and Hitachi Capital's team had finished its meeting, FCA Fleet & Business hosted a dinner, giving the opportunity to get to know the Hitachi Capital team on a personal level. "We can spend millions on TV advertising, but we do not get a true realisation of who we've reached or what their opinion of our products was. "If you get 22 people in a room and then spend the evening with them talking about their customers, you can get a true reaction of what they think of your products," said Bowen. The leasing company account managers and business development



The latest models were made available for Hitachi Capital managers to test for themselves



**"We are not in the top three vehicles of choice at the moment, and that's our target for 2019. We have to show the corporate world we have the portfolio to meet their business's needs"**



Getting closer to people of influence – FCA Group sponsored a meeting of the Italian Chamber of Commerce at the Italian Embassy in London last year to showcase the Alfa Romeo Stelvio

managers are the ones that have the end-user fleet relationships and can promote the Alfa Romeo and Jeep brands alongside competitor products.

Bowen said: "We know that the Germanic brands feature heavily in fleet management thinking, but our challenge is to demonstrate that our product portfolio can meet their needs at a very competitive level.

"Everybody in fleet knows Fiat, but Jeep and Alfa Romeo are not at the top of consideration lists. When people are on the lookout for a new fleet or looking at a cost saving exercise, they might not think about Alfa Romeo."

Since the launch of the Giulia in 2016 and the Stelvio a year later, Alfa Romeo has been building momentum in the fleet sector.

"We are only talking to true fleet customers. It's the people who have other products and may have not been satisfied – but want something different and don't want the German model.

"A lot of people like the Giulia when they see it.

"We want to get the message across to drivers that a company car is your car, your family car, your weekend car and if you want something exciting and you want something you can be proud of, you can get that from an Alfa Romeo," added Bowen.

Showcasing the product range to Hitachi Capital's team through presentations is effective to an extent, but getting them behind the wheel on a test drive provides a far more memorable experience.

Bowen took a fleet of demonstrator vehicles to the event, allowing the attendees to sample the latest Alfa Romeo, Jeep and Fiat products for themselves.

The event gave the FCA Fleet & Business sales team the chance to highlight its importance in the corporate world.

Fiat Professional is already a leading force in the emergency services sector, providing Ducato Ambulances.

Bowen said: "Ambulance trusts have recognised the value provided by switching from Germanic brands to the Fiat Professional range. Feedback from the meeting highlighted that this improved

customer value can be easily demonstrated across the FCA range. An example would be the Fiat Tipo which can effectively compete with volume players in the market and has been readily adopted by big utility companies with engineers covering high mileages."

Following the meeting, a number of new leads have been generated with customers that have previously not taken FCA Group products. Bowen plans to host more leasing company meetings this year.



# Perfect for business

New and refreshed Tipo line-up offers Italian flair at a price point companies will appreciate

“Its combination of large front grille, LED daytime running lights plus long, shaped bonnet delivers a road presence more akin to larger vehicles”

**T**he Fiat Tipo offers exceptional roominess, high specification and efficiency, and all at a price that makes it a viable fleet car. No matter which version you choose, the Tipo is stylishly packaged with a degree of elegant Italian flair that belies its impressive affordability. A seven-inch Uconnect infotainment system offers the very latest technology including Apple CarPlay and Android Auto connectivity, Bluetooth handsfree and audio streaming, satellite navigation with live traffic reports and digital radio. It can also interact with a driver's smartphone via the Uconnect

LIVE app and connect with social media channels and internet radio services. Practicality is key in the C-segment, therefore the Tipo was designed from the ground up to be a spacious and useable car. Its combination of large front grille, LED daytime running lights plus long, shaped bonnet delivers a road presence more akin to larger vehicles. At the rear the Tipo conveys a sportier, more compact image which is emphasised by sculpted tail lights. All Tipos feature air-conditioning, cruise control, autonomous emergency braking (AEB), height adjustable driver's seat and steering wheel, digital radio with Bluetooth and front central armrest.

Higher specified models include features such as climate control, seven-inch touchscreen infotainment with Apple CarPlay and Android Auto, satellite navigation, parking sensors and alloy wheels. Despite its compact proportions, the Tipo can easily accommodate five passengers, enabling six-foot adults at the front and the back row to travel in comfort at the same time. Legroom is best-in-class and the rear offers three full-size seats with enough room to make every trip pleasant, even for adult occupants. Boot space is also impressive, at 440 litres for the hatchback and 550 litres for the station wagon. Both models have 60/40 split folding seats and the estate can carry loads up to 1.8m in length.



## New Tipo Street

The new Tipo Street is targeted at customers who want their car to be dynamic and stylish, but still at an accessible pricepoint. It is based on the entry-level Easy trim, but adds new 16-inch black alloy wheels, tinted rear windows and contrasting dark details on mirror covers, grille and external and internal door handles. The LED daytime running lights and the dedicated badge consolidate the street character of this trim. The new Fiat Tipo street is available with a 1.4-litre 95hp petrol engine.

## New Tipo Mirror

The new Tipo Mirror combines the latest technology with Italian style. Connectivity is standard with the Uconnect seven-inch touchscreen, which is compatible with Apple CarPlay and Android Auto. Available exclusively on the Mirror is a new Mirror Blue exterior colour, making for a perfect platform to host an array of chrome detailing such as chrome alloy wheels, mirror caps, front grille, fog light bezels, door handles, window surrounds and a dedicated “Mirror” logo to give the new Tipo Mirror a distinctive and stylish look. The new Fiat Tipo Mirror is available with a 1.4-litre 95hp or 1.4-litre 120hp T-Jet petrol engine and a 1.6-litre 120hp diesel engine.

## New Tipo Sport

The new Tipo Sport has a host of dedicated and exclusive design elements to emphasise its dynamic style. It sits at the top of the range and features new front bumper with splitter, side skirts, a black front grille, 18-inch alloy wheels with diamond-cut finish, tinted rear windows, a rear diffuser and a spoiler. Inside, the passenger compartment is enhanced with exclusive black leather and fabric seats and cross-pattern techno-leather upholstery on the steering wheel and gear lever knob. The new Tipo Sport is available with a 1.4-litre 95hp or 1.4-litre 120hp T-Jet engine.

# Conversion programme is Ready for Professionals

Choice list is one of the largest for variety of wheelbase weights and options to match the job requirement

**F**iat Professional can provide more than just a panel van. The award-winning Ducato is now available in a range of factory-approved conversions. The vehicles can be ordered from the Ducato price list at any Fiat Professional retailer. Conversions are carried out at the factory, either in-house or using local, approved converters.

Called 'Ready for Professionals', the programme was launched to meet growing customer demand for officially converted Fiat Ducato-based vans and tippers.

The range of conversions available includes three different wheelbase options (3,450mm, 3,800mm and 4,035mm), chassis cab and double cab, and with hundreds of possible customisations.

"We firmly believe this adds a string to our bow, in terms of offering a complete range in the Ducato segment for fleets and small businesses," says Allan Newman, product manager for the Ready for Professionals programme.

"We are looking forward to working with new clients who want to consider Fiat Professional for this type of product. We are tried and tested with our ambulance supply and firmly believe Fiat Professional is a serious contender to cater for everyone's needs. We can accommodate everyone's requests as one brand."

The scheme provides a simplified approach for the end customer.

Fleets and small businesses can order the exact vehicle they require and it will arrive fully transformed, significantly reducing the timescales which would ordinarily be required for additional movements and further transformation needs, post arrival.

All Ready for Professional vehicles come with complete peace of mind to the customer as they are all covered under the manufacturer's warranty.

"We are quite comprehensive. Our price list is one of the largest in terms of scope of wheelbase, weights and options. It makes it easier for the customer to match their vehicle choice to their specific mission," adds Newman.

Generally, the lead times for converted vehicles are in line with Fiat Professional's standard timescales.

Fiat Professional retailers can also service and repair any element of the conversions.

An extensive range of MultiJet II 2.3-litre engines – 130-, 150- and 180hp – ensures there is a power unit for every purpose.

Customers can choose either a six-speed manual or six-speed Comfort-Matic manual robotised gearbox with two operating modes (sequential or automatic).

Optional cab features include heated and sprung seats, two-seater bench with folding table, tachograph, automatic climate control, and refrigerated compartment, while outside there are LED daytime running lights, retractable headlight washers, front fog lights and electric folding mirrors.

Safety features can include Hill Descent Control, Lane Departure Warning, Rain and Dusk Sensor, Tyre Pressure Monitoring, Electronic Stability Control, High Beam Recognition, Load Adaptive Control and Roll Over Mitigation.



## Dropside truck with all-steel side panels

- Available in MWB, LWB and extra-long wheelbase
- GVW: 3,500kg and 4,005kg
- Engines: 2.3-litre 130/150/180hp
- Max payload: 1,985kg
- Max load surface area: 8.5m<sup>2</sup>

The Ducato Dropside features a protective resin-reinforced wooden floor, all-steel heavy duty side panels and folding sides and rear. The flatbed load area also provides eight securing hooks for further practicality and functionality. It's designed to allow users to load and unload large items easily thanks to its 400mm high all-steel folding side panels.

## One-way tipper

- Available in MWB and LWB
- GVW: 3,500kg and 4,005kg
- Engines: 2.3-litre 130/150/180hp
- Max payload: 1,632kg
- Max load surface area: 6.8m<sup>2</sup>

Electro-hydraulic, one-way tipper with steel bed and aluminium sides. It includes bulkhead with protective rack, side markers (standard on LWB) and Traction+. Key additional factory options include rear ladder rack, underfloor toolbox and two winches, and under-ride side guards. There is also a choice of a toolbox behind the cabin – half- or full-height.

## Three-way tipper

- Available in MWB and LWB
- GVW: 3,500kg and 4,005kg
- Engines: 2.3-litre 130/150/180hp
- Max payload: 1,092kg
- Max load surface area: 6.8m<sup>2</sup>

Electro-hydraulic three-way tipper, with steel bed and aluminium sides. It includes bulkhead with protective rack, side markers (standard on LWB) and Traction+. Key additional factory options include rear ladder rack, underfloor toolbox and two winches, and under-ride side guards. There is also a choice of a toolbox behind the cabin – half-height or full-height.

## Dropside truck with aluminium side panels

- Available in MWB, LWB and extra-long wheelbase
- GVW: 3,500kg and 4,005kg
- Engines: 2.3-litre 130/150/180hp
- Max payload: 2,075kg
- Max load surface area: 8.5m<sup>2</sup>

The Ducato Dropside benefits from a protective resin-reinforced wooden floor, lightweight aluminium side panels and folding sides and rear. The flatbed load area also provides eight securing hooks for practicality and functionality. It's designed to allow users to load and unload large items easily thanks to its 400mm high aluminium, folding side panels.



"We firmly believe this adds a string to our bow, in terms of offering a complete range in the Ducato segment for fleets and small businesses"

## Luton and low-floor Luton

- Available in LWB and extra-long wheelbase
- GVW: 3,500kg
- Engines: 2.3-litre 130 & 150hp
- Max payload: 1,200kg
- Max load volume area: 21.5m<sup>3</sup>

The Ducato Luton offers a payload of up to 1,200kg and a large carrying capacity of up to 21.5m<sup>3</sup>. The superior build maximises the efficient transportation of large goods or objects in an optimised loading area thanks to its flat rectangular floor not hindered by wheel arches. This makes it perfect for moving furniture, home and office appliances and removals boxes.

## Utility cab

- Available with double cab dropside/tipper
- Available in LWB
- GVW: 3,500kg and 4,005kg
- Engines: 2.3-litre 130/150/180hp
- Max load surface area: 5.9m<sup>2</sup>

Offering something unique to customers, the utility cab allows for a large and secure storage area behind the driver's cab. This enclosed space can house large tools and important equipment for every job.

# Tough, yet sophisticated – that’s the All New Wrangler

Whatever the terrain, drivers will be safe and in complete control

**T**here’s nothing quite like the Jeep Wrangler. Produced in answer to a request from the US military for a “light reconnaissance vehicle”, the original design was developed from developed from the Quad prototype which became the Willys MA. To the US Army, and the rest of the world, it became the Jeep.

The name Jeep was perhaps derived from the acronym of an original government brief to build a vehicle with Just Enough Essential Parts, although others say it was named after Eugene the Jeep, a character in the Popeye cartoon strip.

Whatever is the truth, the name became legend, recognisable the world over by car enthusiasts and indifferent motorists alike. The latest model continues the trend started way back in 1945, borrowing many of the design cues of the original, but bringing things bang up to date.

There’s the traditional seven vertical slots on the grille, flanked by round headlights. Trapezoidal wheel arches standing well clear of the wheels hint at the abilities of the Wrangler. It’s not all for show, as the Wrangler can handle virtually anything you throw at it.

While the regular Sahara and Overland models have comprehensive four-wheel drive thanks to the Command-Trac Full Time 4x4 system, the Rubicon goes further with Rock-Trac Full Time 4x4. That’s augmented by heavy duty axles, Tru-Lok electronic locking differentials front and rear, and a front anti-roll bar that can be disengaged elec-

tronically, allowing for spectacular articulation.

Grip is provided by huge 32-inch tyres with knobby treads that find traction on surfaces where none really should be found. Choose the 2.2-litre turbo diesel engine and massive 450Nm of torque is sent to those tyres. That’s also enough grunt, on some models, to tow a trailer weighing up to 2,495kg.

With full-time four-wheel drive, a low range drive selector, and the electronic aids such as hill descent control helping to keep things stable, the Jeep Wrangler Rubicon is virtually unstoppable. Ground clearance of 252mm ensures almost every obstacle can be crossed, while terrain as steep as 36.4° can be approached with confidence. And if things get a little too damp, the Wrangler can wade through water as deep as 760mm. Removable carpets and a hose-down interior means it won’t wreck your ride, either.

Business buyers who need to cross fields, forests and fells will appreciate the hardcore benefits the Rubicon offers, but it’s also a pleasingly cost-effective model to run. Economy figures of up to 37.7mpg, measured using the tougher WLTP test, are realistic, and depreciation is among the best in class. The end result is that, over four years and 80,000 miles, the Wrangler Rubicon should cost just 62 pence per mile.

Those covering that 80,000 miles might appreciate the Sahara and Overland models instead. While still hugely capable off-road, there’s more of a focus to on-road comfort. With road tyres and a 2.0-litre turbocharged petrol, the Wrangler can be a pleasingly relaxed car to drive, with every comfort you’d expect to find in a luxury car also fitted to the Jeep.

A touchscreen infotainment unit houses a digital radio, satellite navigation system, and even smartphone mirroring thanks to the

inclusion of Android Auto and Apple CarPlay. There’s also dual-zone climate control, cruise control and heated front seats, among other premium features.

As well as being rugged and luxurious at the same time, the Wrangler is also a safe option for on- and off-road use. Available systems include ParkSense front and rear park assist, blind spot monitoring and rear cross path detection, making it easy for you to be fully aware of your surroundings, wherever you are.

You’d be mistaken for thinking it’s all function over form. Taking a lead from the historic Jeep range, the new Wrangler adds style in abundance thanks to the bold exterior design – some of which can be removed. Roof panels can be unclipped and stowed in the 548-litre boot of the four-door model, while those with a little more time to spare can remove the doors for true open-air action. Just six bolts need to be undone to fold down the windscreen too, leaving a look that’s reminiscent of the Willys original. Happily, Jeep has ensured there are secure slots to store every nut and bolt, ensuring reassembly is nothing more than a 15-minute job.

Built on more than 75 years of legendary heritage, Jeep’s reputation for building authentic SUVs with class-leading capability, craftsmanship and versatility continues to this day, and the latest Wrangler embodies every element of that philosophy. Choosing a Jeep isn’t so much picking a car from another fleet options list, but choosing security to handle any journey, on tarmac or track, with absolute confidence.

“As well as being rugged and luxurious at the same time, the Wrangler is also a safe option for on- and off-road use”



# From motorbikes to cars, Abarth success is no accident

Crashes force engineer to retire from motorcycling and start tuning cars

**T**he legendary Abarth brand was conceived by one man with a passion for motorsport. Carlo Abarth had racing in his DNA. He started his business with motorcycles, which he raced under the Abarth brand. His success on two wheels was short-lived, however, with a succession of accidents forcing him to retire from the sport.

Though that was only the beginning for Abarth. The iconic Scorpion badge first graced a car in 1949, when Carlo founded Abarth & C with racecar driver Guido Scagliarini. The first vehicle produced was the 204 A Roadster, based on the Fiat 1100. It won the 1100 Sport Italian championship and the Formula 2 racing title.

This is where the car brand's 70-year story began. Austrian-Italian Carlo decided to supplement his racing activities by producing tuning kits for mass-production cars. These could increase power, speed and acceleration. The most noticeable part of the upgrades was the exhaust pipe, which has become a true icon of Abarth.

In just a few years, Abarth & C reached global levels. By 1962, with a staff of 375, it produced 257,000 exhaust pipes, 65% of which were destined for export markets.

The brand broke the 24-hour endurance and speed record in 1956, at the Monza racetrack, with the Fiat Abarth 750 covering 2,332 miles and averaging 96mph.

The car went on to break a number of other records at Monza, including the 5,000 mile and also the 48-hour and 72-hour.

In 1958, Abarth transformed the then new Fiat 500, enhancing its potentials to the maximum.

Fiat committed itself to reward Abarth financially based on the number of victories and records that the team managed to achieve. An event that formed the basis of an impressive winning streak: 10 world records, 133 international records, more than 10,000 victories on the track.



The 124 GT will be limited to just 50 vehicles in the UK

Abarth became the byword for speed, courage, performance and development in Italy.

In 1971, Fiat Auto became the sole owners of Abarth, and the last vehicle Carlo actively participated in designing was the A112 Abarth. Sadly, he died eight years later.

The brand relaunched in 2008, offering the enthusiast-focused Abarth Grande Punto and Abarth 500.

Today, the line-up is back at full strength.

## The 595 Range

To celebrate the 70th anniversary of the brand, as well as the standard race-bred performance, the Competizione and Turismo versions will benefit from additional content including a seven-inch touchscreen digital radio including NAV and AppleCarplay and Android Auto as well as 70th anniversary badging. Producing power levels from 145hp to 180hp from the 1.4 T-Jet engine, fun is fitted as standard.

## 124 spider and 124 GT

This two-seater roadster embodies everything for which the Abarth marque is famed – performance, styling and advanced equipment.

A powerful 1.4-litre 170hp engine makes the 124 spider a real driver's car.

Thrilling performance is ensured with a top speed of 142mph, with optimum weight distribution and racing suspension bringing precise and agile handling. To feed the senses further the Record Monza exhaust as standard delivers the all-important signature Abarth sound.

The 124 GT features a carbon fibre roof that weighs just 16kgs and is limited to just 50 examples in the UK.



The 595 Competizione will celebrate the Abarth brand's 70th anniversary

# Alfa Romeo back on track in full return to Formula One

They were Sauber title sponsor last year, but now an Alfa Romeo team is back on grid



**T**he Alfa Romeo name will fully take its place on the Formula 1 grid for the 2019 season, after an absence of almost 35 years.

The Italian manufacturer returned to the sport last year as Sauber's title sponsor, but it last occupied a constructor's slot in 1985. Powered by Ferrari engines last season, Alfa Romeo-sponsored Sauber finished eighth in the constructors' championship. The season launched the Formula 1 career of Charles Leclerc, who raced alongside five-year F1 veteran Marcus Ericsson.

However, to go with the team's new name, Alfa Romeo Racing, it will also have two new drivers in 2019. Kimi Raikkonen, the 2007 world champion, joins from Ferrari, racing alongside former Ferrari test driver Antonio Giovinazzi. Ericsson will remain at Alfa Romeo Racing in the number three position.

Although the team name and driver line-up are changing, the ownership and management structures will remain the same and Ferrari will again provide the engines.

Team principal Frédéric Vasseur said: "It is a pleasure to announce that we will enter the 2019 F1 world championship with the team name Alfa Romeo Racing."

"After initiating the collaboration with our title sponsor Alfa Romeo in 2018, our team made fantastic progress on the technical, commercial and sporting side.

"This has given a boost of motivation to each team member, be that track-side or at the headquarters in Switzerland, as the hard work invested has become reflected in our results.

"We aim to continue developing every sector of our team while

allowing our passion for racing, technology and design to drive us forward."

Alfa Romeo Racing launched its new car on February 18, during pre-season testing in Barcelona, ahead of the first F1 grand prix of the season which took place on March 17 in Australia.

According to reports in Italian newspaper *La Gazzetta dello Sport*, the 2019 car, designed by former Ferrari designer Simone Resto, will feature a radical new shape and "interesting innovations" not seen in any Formula 1 car so far.

At last year's Goodwood Festival of Speed, visitors to the Alfa Romeo stand were given the chance to get up close to the team's F1 car.

FCA Group also hosted a number of its fleet partners, special guests from leasing organisations and members of the Italian Chambers of Commerce at the British Grand Prix at Silverstone. Over the course of the weekend, the guests got to meet the drivers and had unprecedented access to the Formula 1 paddock.

Simon Wheeler, corporate marketing manager, FCA UK, says: "The Alfa Romeo F1 partnership added an exciting dimension to our stand at Goodwood Festival of Speed and the British Grand Prix provided an unprecedented opportunity for us to thank our customers in the most spectacular way."

He adds that with Alfa Romeo as a full team in 2019, exciting technological developments from the race track will find their way into the road cars, maintaining the brands heritage of providing unique technical solutions.

"Alfa Romeo has always been about the driver experience. There is no better testing bed than Formula 1 to develop those technologies," says Wheeler.

# Removing the grey areas from 'grey fleet'

Put a robust policy in place or maybe PCH can provide a suitable alternative

**C**ompanies can allow employees to drive their own cars for work, but there are some risks involved and even potential prosecution if so-called 'grey fleet' drivers are left unmanaged.

The term 'grey fleet' refers to all vehicles that get used for work purposes that are not owned, leased or run by the employers. They're usually the employees' own private cars and, according to industry figures, approximately 14 million drivers use their own vehicles for work in the UK.

If something happens to a driver while driving on business, even if in their own car, the company could still be liable for prosecution if, for example, the company hasn't checked for things such as whether it is insured for business use or if it is roadworthy.

Costs and risks can be controlled and reduced by implementing a grey fleet policy, covering drivers and vehicles, as well as providing staff with alternatives for business travel.

## 1. How many grey fleet drivers do you have?

The first step is to figure out how many of your staff are using their own cars for business use.

Once you have determined who is driving on work trips, how many miles they are doing and how are they claiming for fuel, a plan can be formulated to decide what to do next.

It's also worth digging a little deeper to find out why those drivers have chosen to use their own car. Is it because they are unaware of alternative solutions like public transport? Is it because of a generous mileage allowance that has become a handy money-making scheme? Are the mileage claims accurate? Do some checks to ensure the mileage claimed is accurate.

Journey patterns and mileage can be collected automatically by using telematics such as the Mopar connect system that's available across the FCA range, or a mobile phone app. This will help figure out if an employee is doing long single trips or lots of short journeys.

## 2. Journey hierarchy

Once the type and length of journeys have been determined, you can then put in place appropriate alternative measures.

Unnecessary travel should be avoided and all travel should be approved in advance by the appropriate manager, who will check whether travel by grey fleet is the best option or not.

One of the issues with grey fleet is that it is very easy for an employee to hop in their car and go, with little recourse except when the expense claims come in later. Perhaps, if your grey fleet costs are especially high, it might well be worth investing in a pool car, joining a car club or looking at daily rental, where you can much more carefully manage usage and costs.

## 3. Check your drivers

Fleets need to have a drivers' handbook in place that spells out exactly what is required of them. Every employee should read it and there should be a record of them agreeing to adhere by its principles. It's not legally binding, but if anything happens, it will demonstrate to the authorities you have put a process in place.

While a handbook can be a quite extensive document, there are many versions online that can be easily adapted. There are a few basic demands of grey fleet drivers that all handbooks should contain:

- That they have a valid driving licence and report all offences.
- They have insurance which covers driving for business (evidence of this should be supplied to you).
- They are fit to drive, which includes eyesight and have no undeclared health conditions which could affect their safety on the road.
- That they will abide by the rules of the road.
- That their car is in roadworthy condition at all times, and has up-to-date VED (vehicle excise duty), MOT and other relevant certification.
- They understand what to do in the case of an accident (you may need to spell out what processes and communication you expect to happen).

Fleets should look at whether employing a licence-checking company might make sense in order to keep on top of things and to make sure no drivers have been banned from driving and haven't informed the company.

## 4. Ensure vehicles are fit for purpose

One of the biggest problems with grey fleet is that the majority of vehicles will be older, likely in poorer condition, more polluting and won't be fitted with the latest safety systems.

According to the British Vehicle Rental and Leasing Association (BVRLA), the average grey fleet vehicle is more than eight years old, which is nearly three times the age of the average company car.

These older vehicles will be less economical too, so drivers will be using more for fuel and will be looking to recoup the cost of it from the company.

Another major concern is a lack of

visibility on how grey fleet vehicles are being maintained.

This can be countered with a grey fleet policy that puts some minimum standards in place for areas like a vehicle age limit, document evidence for servicing and MOTs, tyre tread depth checks and evidence of breakdown cover.

## 5. Find an alternative solution with PCH

After a thorough review of your grey fleet there may be alternative solutions to consider and one many businesses are considering is personal contract hire (PCH).

Sebastiano Fedrigo, managing director of Leasys UK, FCA Group's all-makes leasing division, said businesses are increasingly looking to move away from grey fleet to get drivers into newer vehicles that are safer and have lower emissions.

Another bonus for PCH drivers is they don't need to worry about the resale value of their car, as this will be handled by the leasing company that takes the vehicle back at the end of the contract.

Leasys UK offers minimum contract terms of 18 months and is looking to offering more flexible PCH products in the future.

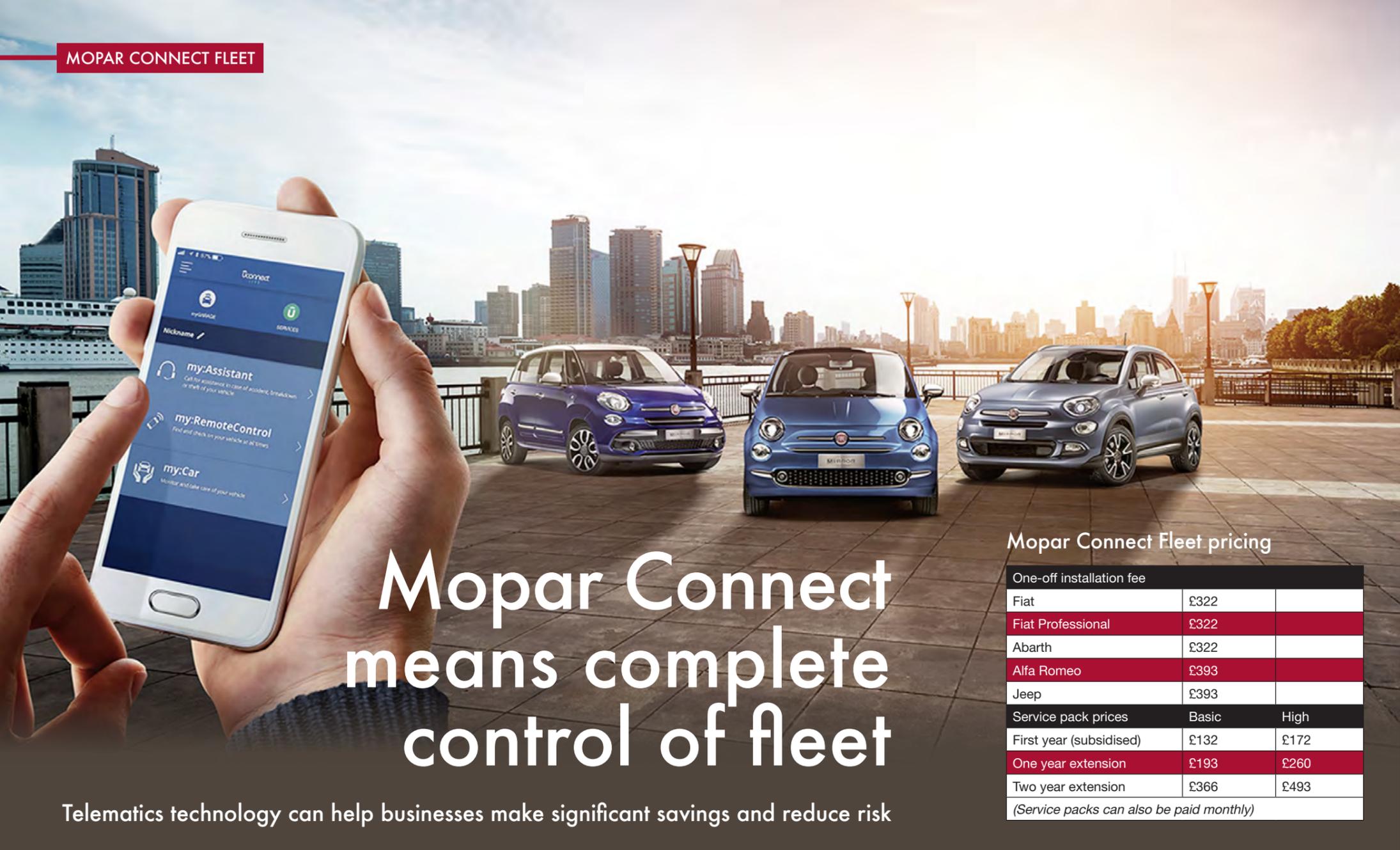
Fedrigo said: "PCH is gaining momentum in the fleet market with a 19% increase across the market year-on-year. Leasys UK is tracking ahead of the market with growth of 24%."

This is because PCH offers fixed-cost motoring, which can include maintenance for a monthly fee, for drivers that are not interested in owning the vehicle at the end of the contract.

Fedrigo said: "There is an increasing number of employees that are taking the cash option and PCH is great because it's a flexible offering with no hidden costs. We are also looking at offering affinity discount schemes to grey fleet drivers at a business to help them get into a newer model at a really competitive price."



"PCH offers fixed-cost motoring, which can include maintenance for a monthly fee, for drivers that are not interested in owning the vehicle at the end of the contract"



# Mopar Connect means complete control of fleet

Telematics technology can help businesses make significant savings and reduce risk

## Mopar Connect Fleet pricing

One-off installation fee			
Fiat	£322		
Fiat Professional	£322		
Abarth	£322		
Alfa Romeo	£393		
Jeep	£393		
Service pack prices		Basic	High
First year (subsidised)	£132	£172	
One year extension	£193	£260	
Two year extension	£366	£493	

*(Service packs can also be paid monthly)*

## Mopar Connect Fleet service packages

### Basic

- Real-time
- Monitor vehicle
- Routes
- Engine management
- Position
- Usage
- Manager users
- Distance to service
- Revision planning
- Special service planning

### High Pack

- Mission management
- Distance travelled
- Areas management
- Report to manage fines
- Activity
- Fuel reporting
- Geofencing
- Crash reports
- Vehicle diagnostics

### Raw data

- Raw data to be integrated in fleet customer's own fleet management tool

## Tasks that can be performed via the app

### my:Assistant

Gives drivers and fleet managers the option to add three personal contacts together with three different support calls in case of accidents, breakdown or theft.

### my:Remote Control

Remotely connects drivers to their vehicle. There are two different features available, Find Car, that locates a parked car via GPS, and Active Alerts that send notifications if the car leaves a predefined area. Alerts can also be set up to notify if a vehicle exceeds a defined speed limit and reminders can also be set up to remind drivers not to leave valuable items in their vehicle (reminder alerts are vehicle dependent).

### my:Car

Can provide drivers and fleet managers with updated information on a vehicle's status such as fuel and battery levels, mileage, tyre pressure, and door lock status; through the app and/or the website.

**A**ny FCA Group customer with two or more vehicles can now make their fleet connected with a host of features offered through Mopar Connect. Once synonymous with American muscle cars built by Chrysler, Mopar is now the brand name across FCA Group's parts, service and customer care division.

Mopar Connect Fleet offers drivers instant support in case of emergency (crash, breakdown or theft) and easy vehicle management through digital tools accessed through desktop or smart device.

**“Dependent on services chosen, Mopar Connect can track vehicle location, engine on/off times and vehicles can be geofenced”**

Inderpal Batth, Mopar Connect

This is made possible after fitment of a telematics black box to a vehicle (this takes around one hour). The box contains a GPS module, embedded SIM card and an accelerometer.

Used correctly, telematics technology like Mopar Connect Fleet can help businesses make significant savings in areas such as fuel and insurance to offset the cost of installation and subscription. Companies that analyse the data from their fleet can also look for positive reductions in risk and increased productivity.

FCA Group started roll out of Mopar Connect back in April 2018 for retail customers, but it is now available with a specific offering for fleet customers for Fiat 500, 500X, 500L, Tipo, Panda, Qubo, Jeep Renegade, Compass, Cherokee, Grand Cherokee, new Wrangler, Alfa Romeo Giulietta, Giulia, Stelvio, Fiat Professional Ducato, Doblò and Fiorino and Abarth 595.

Inderpal Batth, Mopar Connect product manager, says: “Mopar Connect Fleet allows fleet managers complete control over their vehicles.

“Dependent on services chosen, Mopar Connect can track vehicle location, engine on/off times and vehicles can be geofenced, so the fleet manager receives a notification every time a vehicle is outside a designated area.”

Batth says speed limit notifications can be managed through Mopar Connect. Managers can also view distance travelled, vehicle status such as fuel level and battery, maintenance alerts like when a service

is due and a visual representation of the locations of all vehicles on a map.

In the unfortunate event of an accident, fleet managers can see key indicators to help with insurance claims such as speed at time of impact, speed before impact or stopping time and acceleration.

Mopar Connect can simplify mileage claims for drivers as it also tracks distance travelled outside of working hours and refuelling date/time/quantity.

Some of this information can be viewed in the mobile app, otherwise everything is managed through a specially designed online platform that requires no software installation.

## TWO SERVICE PACKS

After a one-off installation fee priced from £322, fleet customers can choose from two service packs dependent on the level of connectivity and data they need.

Service packs can be paid for annually or monthly. The first-year costs for a service pack are subsidised due to having to buy and fit the box (see Mopar Connect Fleet pricing box out).

The basic pack lets fleet customers monitor vehicles in real time, including route and engine management. It also gives drivers access to Mopar's my:Remote Control and my:Car app features.

Batth says: “Even on the basic package, these app features let

drivers check fuel levels, mileage, tyre pressure and help find where they have parked their vehicle.

“The High service pack features everything on the Basic one but includes the my:Assistant functionality, too.”

This offers crash response, breakdown call and a stolen vehicle service.

If the vehicle detects a crash has occurred (based on a measurement of force), an operator will ring the emergency contact numbers that were set up in the registration process. If no response is detected, the operator will contact the emergency services with the location details of the vehicle.

Provided the customer has breakdown cover with FCA, the driver/fleet manager can contact an operator in the event of a breakdown, and breakdown services will be dispatched to the location.

If the vehicle is moved without the keys being present, an operator can also contact the customer/fleet manager, and check if they are aware of the vehicle movement, if not, the operator can contact the police, with the location of the vehicle. The operator can also immobilise the vehicle remotely.

In addition to this, large fleet customers who have non-FCA vehicles in their fleet, can choose to receive a raw data extract (for an additional fee), that can be imported into their own fleet management tool.

Batth says: “FCA Group customers interested in Mopar Connect Fleet can contact our dedicated business centre on 0808 168 5095.”



## GREENTHUMB

# A cut above the rest – why GreenThumb opted for Doblò

Lawn treatment service chose Fiat after months of due diligence

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Choosing the right van for the job is a key decision for the efficient and smooth operation of a fleet.

Getting it right means an organisation can reduce costs, minimise vehicle downtime and increase the level of service to customers – all factors which persuaded the GreenThumb lawn treatment service to switch to Fiat Professional for the supply of its vans.

So far the company, which has a fleet of almost 800 vans operating across the UK, has taken on around 40 Fiat Professional Doblò Cargo Tecnico, and expects the number of the brand's vans on its fleet to grow to around 250 by the end of the calendar year.

The company decided to change its van supplier last year and carried out an exhaustive process before making the final decision.

Mark Hallam, operations director of GreenThumb, said: "We had been doing due diligence on it for quite a few months, so we looked at a whole range of manufacturers before we plumped for Fiat.

"The reasons were numerous, but, ultimately, it was about the best all-round package.

"When you are procuring on behalf of a franchise network like we do, you obviously try to make sure you get the best deal and that

includes the best price all round. This includes the maintenance side, but also choosing a manufacturer who can service your needs best.

"This involves making sure they have a network of dealerships so you can have a guaranteed service wherever you are in the country. This is important to us because we have branches as far north as Inverness, right down to St Ives in the south.

"Uptime is of paramount importance. If we have a vehicle off the road it means we can't go to service our customers. So, having replacement vehicles readily available through Fiat Professional to allow us to keep going is important to us."

Fiat Professional has 74 dealerships offering sales, with 162 sites providing aftersales services.

GreenThumb was also impressed with the vehicles offered, with reliability and specification key considerations.

"We have obviously been in and around vans for some time, so we talked to the funders and other people about the reliability and how they fared compared with other vans. The statistics we saw suggested that the Fiat vans seemed to be leading the way in that respect," says Hallam.

"The fact the Doblò Cargo isn't a brand new model or a brand new version of that model gave us some comfort too, as we knew the reliability data was for the models we were acquiring.

"On the face of it, having a new model sounds great and looks great from a brand point of view, but sometimes – like with anything such as software – they do tend to end up being the ones that fall foul of any issues."

The vans, which have a payload of up to one tonne and a load volume of up to 5.4 cu m, will be operated on a three-year replacement cycle.

They are being vinyl wrapped by Elite Graphics, near Wrexham while the interior is ply-lined by Deefab, based near Chester, to protect the interior of the van from the equipment and chemicals the vans carry.

Hallam says initial feedback from drivers about the Doblò Cargo have been positive, with some franchisees saying "what a pleasure it is to drive".

He adds: "The specification was probably as high as in any other van we saw. We have people who are treating lawns in the heat of summer, so the air conditioning as standard will be a welcome addition for them."

"From our perspective, it is very important to have a partnership with a manufacturer who really values our business"

Mark Hallam, GreenThumb operations director

Standard equipment on the Doblò Cargo Tecnico specification grade includes reverse parking sensors, radio/CD/MP3 in-car entertainment system with Bluetooth® connectivity, steering wheel audio controls, satellite navigation, air-conditioning and cruise control.

GreenThumb's vans are powered by the 105hp Multijet2 engine, but the Doblò Cargo is also available with a 94hp MPI petrol engine and Multijet2 diesel engines with either 95hp or 120hp.

A further aspect of Fiat Professional's operations which has impressed GreenThumb is the relationship with the manufacturer.

"At the end of the day, people deal with people," says Hallam. "From our perspective, it is very important to have a partnership with a manufacturer who really values our business.

"Some manufacturers and finance companies find it quite difficult to grasp the fact that they are not dealing with one entity as such – clearly discussions in terms of the package are negotiated with one brand and the head office, but, essentially, it also involves dealing with more than 140 independent limited companies.

"A lot of companies find it difficult to get their heads around how that process would work, but Fiat Professional were very keen to understand our needs. The process is now establishing itself and is going rather smoothly."

## Alfa Romeo Stelvio



**KEY STATS:**  
 Stelvio Super (2.2 TURBO DIESEL 190hp RWD AUTO)  
 ● Combined fuel consumption mpg (l/100km): 46.3 (6.1) – WLTP figures  
 ● CO<sub>2</sub> emissions (g/km): 138  
 ● P11D: £36,420  
 ● BIK: 32%

The first affordable SUV to combine sports car-like handling with crossover practicality is also the first SUV from Alfa Romeo. From its Italian-styled exterior to its premium interior, the Stelvio looks as good as it drives. Perfect 50/50 weight distribution and extensive use of aluminium mean this tall and spacious family SUV handles like a nimble performance car. Under the bonnet is a powerful, yet efficient, 2.2-litre diesel engine which will please both company car drivers and fleet managers. It can return almost 50mpg with CO<sub>2</sub> emissions of 138g/km, but still accelerate to 62mph in 7.6 seconds. Such impressive dynamics don't come at the expense of comfort though. Specially calibrated suspension ensures the Stelvio remains well composed on rougher surfaces and Q4 all-wheel-drive maintains traction even in the harshest conditions. Further peace of mind comes from the five-star Euro NCAP rating which signifies that the Stelvio ranks among the safest cars ever tested.

## Alfa Romeo Giulia



**KEY STATS:**  
 Giulia Super (2.2 JTDM-2 SUPER 160hp AUTO)  
 ● Combined fuel consumption mpg (l/100km): 53.3 (5.3) – WLTP figures  
 ● CO<sub>2</sub> emissions (g/km): 129  
 ● P11D: £32,880  
 ● BIK: 30%

Designed from the ground up to be the perfect embodiment of the Alfa Romeo brand, the Giulia has distinctive Italian styling, innovative powertrains, perfect weight distribution and cutting-edge technology. To gain an excellent power-to-weight ratio the Giulia utilises an array of high-strength and ultra-lightweight materials including carbon fibre and aluminium. The key engine for company car drivers is the 160hp 2.2-litre turbo-charged diesel with eight-speed auto transmission. It weighs just 1,145kg, enabling a spritely 0-62mph performance of 8.2 seconds while delivering combined fuel efficiency of 53.3mpg and CO<sub>2</sub> emissions of 129g/km. Priced from £33,190, the Giulia comes with an array of the latest equipment as standard including Forward Collision Warning, Autonomous Emergency Brake with pedestrian protection and Lane Departure Warning. Adaptive Cruise Control and Blind-Spot Monitoring are also available as options. Wholelife costs are extremely competitive too, thanks not only to its efficiencies, but also excellent residual values. A five-star Euro NCAP rating completes the package, with a score of 98% for the adult occupant protection: the highest ever by a saloon car.

## Fiat Professional Fiorino

As the sector's first small van, the Fiorino is perfect for cities thanks to its agile dimensions. It has a maximum 2.8-cubic metre load space which can carry a payload up to 660kg and is accessed via two wide, opening rear doors or the sliding side door. Thanks to a folding passenger seat, there is space for a load measuring up to 2.5 metres in length. The engine line-up consists of both petrol and diesel units, with the Euro 6 1.3-litre MultiJet diesel achieving up to 74.3mpg with CO<sub>2</sub> emissions of just 100g/km, when paired with the Comfort-Matic transmission. Safety systems include a driver's airbag, electronic stability control with ASR, HBA, and Hill Holder. Parking sensors and front passenger and side airbags are available as options. A five-inch colour touchscreen infotainment system is available that includes Bluetooth with audio streaming, USB, Aux and commands on the steering wheel.



**KEY STATS:**  
 Fiorino Cargo SX Van (1.3 Multijet II 95hp)  
 ● Combined Fuel Consumption mpg (l/100km): 63 (4.4)  
 ● CO<sub>2</sub> Emissions (g/km): 118  
 ● P11D: £14,460  
 ● Payload: 660Kg

## Fiat Professional Doblò Work Up

Enhancing the Doblò commercial vehicle range is the Work Up, a capable and compact pick-up, suited to the city. It has a load capacity of up to one tonne and a 4.2 sq m cargo bed area. The marine plywood platform is durable and lightweight with room for up to three Euro pallets. Separating cargo from the cabin is a panelled bulkhead with a window. It is easy to keep an eye on goods when moving, and there's the option for an added storage compartment in the passenger seat cushion. Standard equipment includes a radio/CD player, which can be upgraded to include an auxiliary port, USB input and Bluetooth connectivity. Three MultiJet diesel engines are offered, and all can be relied on to carry heavy weights comfortably. The range starts with the 90hp unit that produces 200Nm of torque at 1,500rpm and ends at the 2.0-litre 135hp diesel with 320Nm of torque at 1,500rpm. A 105hp alternative sits between them. The smallest engine returns up to 62.8mpg combined.



**KEY STATS:**  
 Doblò Work Up LWB (1.3 Multijet II 95hp)  
 ● Combined fuel consumption mpg (l/100 km): 55 (5.1)  
 ● CO<sub>2</sub> emissions (g/km): 136  
 ● P11D: £18,735  
 ● Payload: 1,005Kg

## Jeep Renegade



**KEY STATS:**  
 Renegade Longitude (1.6 Multijet II 120hp)  
 ● Combined Fuel Consumption mpg (l/100 km): 45.6 (6.2)  
 ● CO<sub>2</sub> emissions (g/km): 129  
 ● P11D: £23,340  
 ● BIK: 30%

Instantly recognizable as a Jeep, the Renegade has rugged yet chic styling that reflects its ability to perform both in the city and off-road. The best-selling model has been updated for 2019 and now features a more efficient, refined powertrain line up, and refreshed styling. A new 1.0-litre turbocharged petrol engine delivers 120hp and is joined by a 1.3-litre unit with 150hp. The existing 1.6-litre and 2.0-litre diesel engines remain available, but have been updated to reduce emissions. The engine range on the new 2019 Renegade can be paired with a six-speed manual, DDCT (dual dry clutch transmission) and nine-speed automatic transmissions for a smooth, comfortable driving experience. The new Jeep Renegade is available in two configurations, with two- or four-wheel drive. Legendary Jeep off-road capability is guaranteed by two advanced 4x4 systems, Jeep Active Drive and Jeep Active Drive Low which secure benchmark performance in all conditions.

## Fiat 500X



**KEY STATS:**  
 500X Urban (1.0 Turbo 120hp)  
 ● Combined fuel consumption mpg (l/100 km): 48.7 (5.8)  
 ● CO<sub>2</sub> emissions (g/km): 133  
 ● P11D: £18,035  
 ● BIK: 27%

Taking its inspiration from the original iconic Fiat 500, the 500X is the modern day interpretation of a car for the masses. The compact crossover has evolved the original 500 concept and is now more functional than ever before, introducing new features and new engines. At the front and rear, redesigned bumpers provide better aerodynamics and enhance the 500X's road presence, giving it a more purposeful look. Whether it's navigating city streets or taking you on your next adventure, the 500X is an SUV to suit everybody's needs. Inside, the new 500X boasts a comfortable and elegant interior that is unmistakably Italian in its style. The commanding driving position provides all-around visibility, while the cabin carries a driver and four passengers in comfort. A new three-cylinder 1.0-litre unit is available with 120hp and a four-cylinder 1.3-litre engine, with 150hp. Both engines develop best in class torque and improved refinement, yet offer CO<sub>2</sub> emissions from just 133g/km.



# Still not convinced? FCA will bring range to you

Corporate and SME fleets can access more than 200 vehicles with a bespoke service

**F**CA UK has overhauled its demo fleet programme to make it even easier to get behind the wheel of any vehicle across its five brands.

There is now a test drive pool of more than 200 vehicles, selected to maximise the range of model and engine options covered across the Fiat, Fiat Professional, Jeep, Alfa Romeo and Abarth ranges.

Customers can get in touch with FCA UK's dedicated Business Centre where they will be put in contact with the right specialist support, whether you're a user-chooser, running an SME or a larger corporate.

Like many of its customers, FCA UK runs a large fleet of vehicles and so understands some of the challenges faced on a day-to-day basis. Ensuring the fleet is best utilised in delivering as many test drives as possible is key, but this needs to be balanced to ensure customers are given the best opportunity to fully test the range.

Simon Wheeler, FCA national corporate marketing manager, says: "We've reviewed the entire test fleet proposition for customers to improve the service we offer.

"Extended test drives are available on request and these can run from three days or longer dependent on the customer requirement.

"As part of the overhaul, as well as looking at the structure of our fleet, we have looked at every stage of the customer journey to ensure the experience is not only tailored, but that the booking process and confirmation, the handover process and collection is highly professional and supportive throughout."

Wheeler adds: "Taking a test drive in a new vehicle should be exciting and we want to make sure customers can focus on enjoying

their time behind the wheel rather than running into any hurdles that might hinder that.

"We've improved the level of information they can access before and during the test drive to help smooth that process out."

Each vehicle will be delivered by a full-time brand ambassador who has been armed with the specific product knowledge to answer questions upon delivery or pick-up.

"We encourage all of our customers to make time available to spend with our ambassadors; not only to ensure that they are familiar with the basic controls, which is critical, but also to ensure that settings such as pairing the phone, selecting the right radio stations and seat settings have been made as well as demonstrating some of the more complex systems prior to driving," adds Wheeler.

FCA UK is also encouraging fleets to sign up to its free Drivers Club (see page 13) to help support and reward company car drivers, regardless of whether they're already a customer of one of its brands.

For those already driving an FCA product, there is a welcome gift, discounts on genuine accessories and a privilege purchase scheme for personal FCA car purchases.

However, all Drivers Club members will get access to exclusive test drive events and help with booking in a company car test drive for their product of choice.

Wheeler concludes: "We find that prospective customers new to the FCA brands are genuinely surprised when they get behind the wheel. Delivering a premium test drive experience to complement our exceptional fleet of vehicles is key to our continued growth through the fleet and business channels."

## PERFORMANCE YOU'LL FALL IN LOVE WITH.



### ALFA ROMEO STELVIO

BIK from 35%  
P11D from £36,920  
CO<sub>2</sub> from 139g/km



### ALFA ROMEO GIULIA

BIK from 33%  
P11D from £32,620  
CO<sub>2</sub> from 129g/km

Created and crafted in Italy, the Alfa Romeo Stelvio and Alfa Romeo Giulia are true masterpieces. They couple the most exciting driving dynamics with elegant Italian design. The technology behind Alfa Romeo is created to enhance performance and to give great driving sensations. Both models feature all the latest cutting-edge technology in safety and infotainment including Alfa™ D.N.A. driving mode selector, Lane Departure Warning (LDW), Forward Collision Warning (FCW), Autonomous Emergency Braking (AEB) and 8.8" Connect 3D Nav with DAB radio. All this combined with exceptional fuel consumption and CO<sub>2</sub> emissions.

**For more information, call our Business Centre free on 0808 168 5419 or email [alfaromeo.fleet@alfaromeo.com](mailto:alfaromeo.fleet@alfaromeo.com)**

*La meccanica delle emozioni*



Official fuel consumption figures for the Alfa Romeo range mpg (l/100km) combined: 53.3 (5.3) to 24.5 (11.5). CO<sub>2</sub> missions: 227 – 123 g/km. Fuel consumption figures determined on the basis of the new WLTP test procedure as per Regulation (EU) 2017/1347. CO<sub>2</sub> figures, based on the outgoing test cycle (NEDC), will be used to calculate vehicle tax on first registration. Only compare fuel consumption and CO<sub>2</sub> figures with other cars tested to the same technical procedures. These figures may not reflect real life driving results, which will depend upon a number of factors including the accessories fitted (post-registration), variations in weather, driving styles and vehicle load.



Jeep



FCA | FLEET & BUSINESS



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