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La meccanica delle emozioni



RANGE OF OFFICIAL FUEL CONSUMPTION FIGURES FOR THE ALFA STELVIO RANGE: URBAN CYCLE MPG (L/100KM) 31.7 (8.9) - 51.4 (5.5), EXTRA-URBAN CYCLE MPG (L/100KM) 47.9 (5.9) - 65.7 (4.3), COMBINED CYCLE MPG (L/100KM) 40.4 (7.0) - 60.1 (4.7). EMISSIONS 161 - 124 G/KM. FUEL CONSUMPTION AND CO₂ VALUES ARE OBTAINED FOR COMPARATIVE PURPOSES IN ACCORDANCE WITH EC DIRECTIVES/REGULATIONS AND MAY NOT BE REPRESENTATIVE OF REAL LIFE DRIVING CONDITIONS. FACTORS SUCH AS DRIVING STYLE, WEATHER AND ROAD CONDITIONS MAY ALSO HAVE A SIGNIFICANT EFFECT ON FUEL CONSUMPTION. MODEL SHOWN ALFA ROMEO STELVIO 2.2 D 180 SPECIALE 5DR AUTO.

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Welcome

We know commercial vehicles and company cars play a crucial part in the life of businesses like yours.

Collecting supplies, delivering goods, visiting customers, providing a visible marketing presence on the road, and offering an incentive to attract and retain employees are just some of the functions they fulfil.

Perhaps you already operate a fleet and wonder whether you could save money. Or you may be torn about using diesel and curious about petrol and hybrid alternatives.

As an employer you might be aware of new procedures, keen to know the latest trends, or aware you should probably know what to do if your vehicles – including company cars – are involved in an accident.

Or perhaps your business is growing and the time has come to explore your options, so you can make the right decisions. You might even want some ideas of the types of vehicles every fleet should offer, whether it's for you as the boss, your sales director or another member of staff.

That's why we've created this ebook to answer some of your biggest questions.

At Fiat Chrysler Automobiles, we are proud of the reputation we have built in understanding and supporting fleet management of all sizes and we're here to help. We offer a multi-brand solution which includes Fiat, Alfa Romeo, Jeep, Abarth and Fiat Professional, providing a full line up of vehicles including SUVs, sports saloons, practical hatch backs and capable commercial vehicles.

Our hard work paid off and in 2017 we were named as Most Improved Fleet Manufacturer at both the Fleet News Awards and the Fleet World Honours. We know that we need to continue to work hard in supporting our customers to maintain our hard fought reputation.

An area where this is evident and probably most important for business running a fleet, is in the total cost of ownership (TCO). We remain committed to ensuring all of our vehicles offer great value and help to reduce your running costs. An overview of how this is achieved can be read in our TCO article. So, whether you're at the start of your fleet journey or ready for a pit stop, we hope this ebook will give you food for thought.

Simon Wheeler

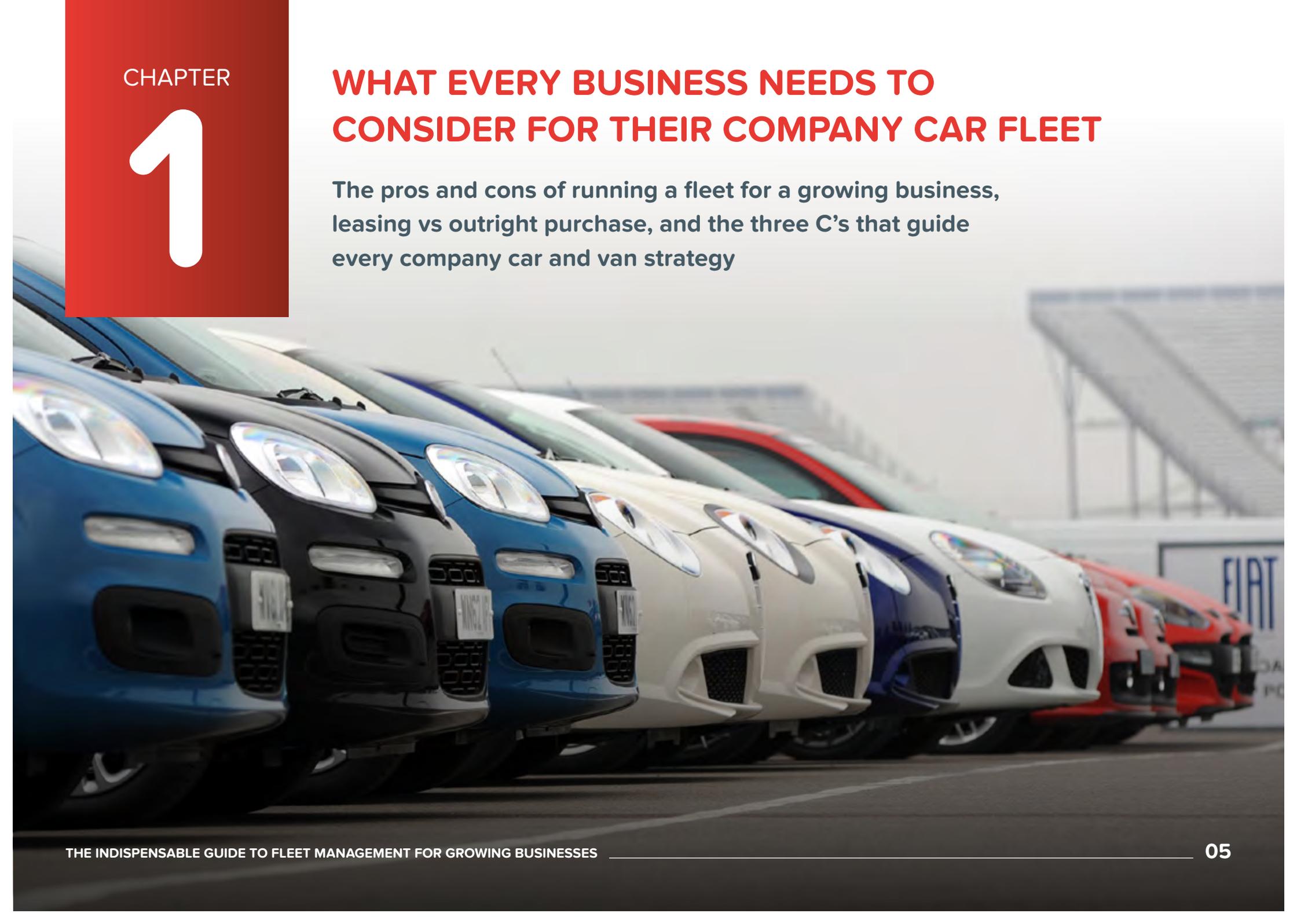
FCA Fleet and Business Marketing Manager

CHAPTER

1

WHAT EVERY BUSINESS NEEDS TO CONSIDER FOR THEIR COMPANY CAR FLEET

The pros and cons of running a fleet for a growing business, leasing vs outright purchase, and the three C's that guide every company car and van strategy



A company car and van fleet can seem a weighty expense bearing down on an expanding business. But it can provide impetus for your staff and operational efficiency that allows your company to grow. And, managed properly, it should be a cost-efficient way of accelerating the growth of your business.

Creating a company car fleet for your business

Essentially, there are two types of fleet: those which are fundamental for running your type of business (Job Need) and those that enhance employee engagement (Perk).

Job Need

- More workmanlike vehicles
- Predicated on fitness-for-purpose and cost
- Carry equipment and products

Perk

- Appealing company cars
- For attracting and keeping talent

Giving your employees choice

If you're thinking of offering more vehicles on your choice list, there are a couple of things to bear in mind. Firstly, you could find a big increase in the amount of time it takes to administer the running of your fleet: lots of different suppliers, dealers and servicing agents may have to be set up.

A multi-brand solution from one major car manufacturer is a useful solution, offering the benefits of varying brands within a single framework. Firms such as FCA (Fiat Chrysler Automobiles) offer everything from cost-effective Fiats and robust Jeeps to practical Fiat Professional vans and stylish Alfa Romeos, and everything in between. A manufacturer like that gives you the benefit of scale, differentiation, fitness for purpose and prestige: a complete fleet solution under one roof.





How to set up a fleet car scheme

As with most things in business, cost is the best place to start. If you don't know what approach to take, the best way is to come up with a predicted total monthly outlay across your workforce and work back from there.

Generally, this is easier if you lease as there are easy-to-budget monthly costs inherent in the offering, but this can still be done with outright purchase – it will just take more analysis of the 'wholelife' costs throughout the fleet's working life.

There's always a balance to be struck with a fleet. The HR department will probably want cars that keep employees happy and safe, while operations will want fitness for purpose, and finance will look at the bottom line and expense.

As part of the scheme, you will need a driver policy too, which sets out to employees an expected standard of care for the vehicles and behaviour on the road. If your workers are safe, conscientious drivers who look after their cars, it will save you a lot of time and money in the long run.

Why not leave it to your employees?

There is an argument for washing your hands of the issue and leaving your employees to use their own cars. But while this seems a simple solution, it can prove problematic. For a start, it's a well-proven fact that employees using their own cars will find it hard to resist topping up their mileage claims wherever possible.

So you will have to manage claims carefully to ensure you're not being ripped off. Then you will also have to ensure their cars are safe for use and insured for business. That requires a paper trail, because if that vehicle is involved in an accident while its driver was working, the authorities will want to know this was all in place.

Worth considering after all these operational concerns is the reputational effect. You're a growing business looking to make an impact: does turning up to meet a prospective client in an old banger give the impression of a company worth doing business with?

Sourcing your vehicles: leasing

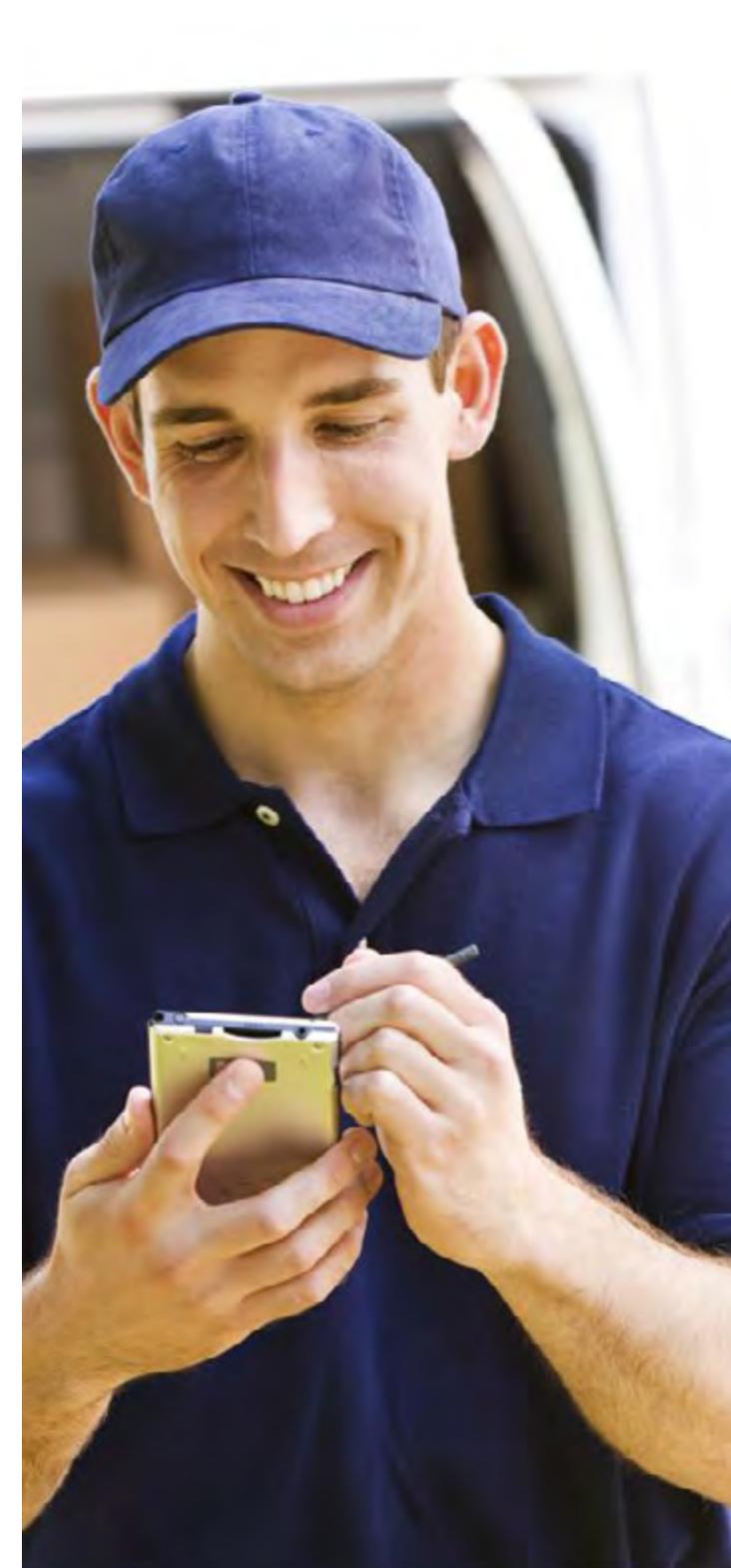
The majority of businesses tend to use contract hire to fund their vehicles, because the benefits are numerous and varied. The leasing company takes the risk on the vehicles so you don't have to worry about running, servicing and selling the cars, and these depreciating assets are kept off your company's balance sheet.

You could simply go for the firm with the lowest monthly quotes but, in the long run, you should be looking for the supplier who offers a well-rounded package.

- Find out if there is a dedicated account manager.
- Set out service level agreements and key performance indicators on delivery times and servicing work.
- And find out how they intend to meet and measure them.
- Also, ask them what sort of IT capability they have and how their systems will interact with yours and what additional services they offer, such as accident and risk management.

Increasingly, leasing companies are also offering outsourced management, which means you don't have to worry about logistics and administration, either in taxing and repairing vehicles or in ensuring your employees are fit to drive with up-to-date licences.

Almost all contract hire deals include service and maintenance in the costs, so that side of running the cars should be taken care of for you too. And the scale of leasing companies means this can be achieved at lower prices.



Sourcing your vehicles: outright purchase

If you choose to buy the vehicles yourself, a wholelife cost analysis is the only accurate way of assessing the financial impact of running them.

This is a combination of cost centres added together throughout a vehicle's working life, and mainly consists of three areas:

1. Fuel
2. Depreciation and service
3. Maintenance and repair

The manufacturer should be able to help you with some of this information, and there are companies in the market who specialise in providing these figures.

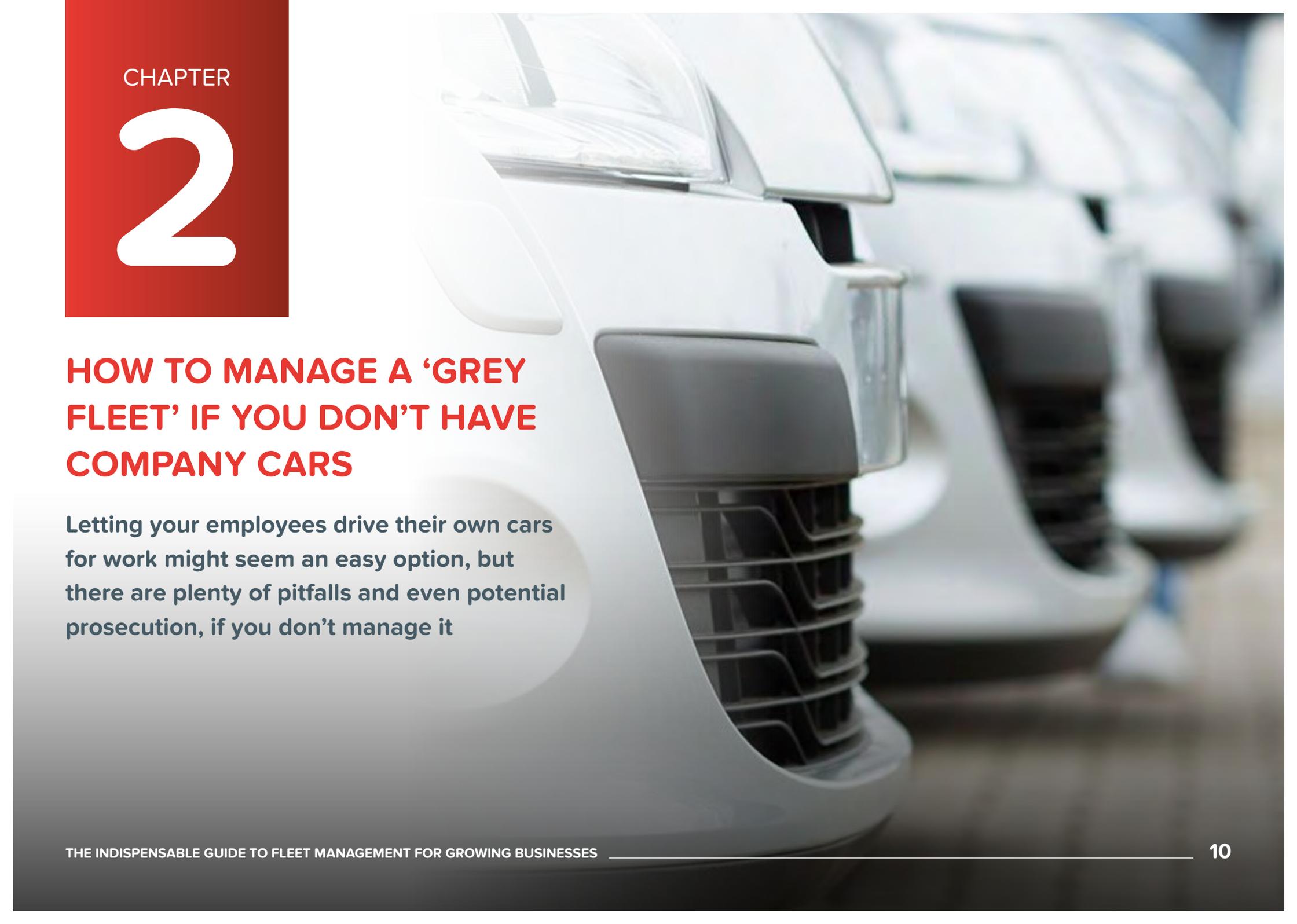
The Three C's: cost, choice and consistency

When building your fleet, it's worth keeping these three C's in mind, and you won't go far wrong. Cost is king – it allows you financial flexibility and makes the fleet work for, rather than against, your business.

But the right **choice** of vehicles is essential too, to perform the role you need them to.

And finally, **consistency**: get procurement, choice list, driver policy and running in place and well structured so that you know exactly what you are getting for your investment and how it all works in practice. A company car fleet should benefit your business, not be a burden.





CHAPTER

2

HOW TO MANAGE A 'GREY FLEET' IF YOU DON'T HAVE COMPANY CARS

Letting your employees drive their own cars for work might seem an easy option, but there are plenty of pitfalls and even potential prosecution, if you don't manage it

The term ‘grey fleet’ refers to all vehicles 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.

The issue is that you need to manage those cars, and their drivers. It’s not enough to just pay them a mileage rate for using their own car and wash your hands of it. Why? Because if something happens to them while they are driving for business and you haven’t checked they are insured for business use, fit to drive or the car is roadworthy, you could be liable for prosecution.

So you need to manage the grey fleet to ensure it will not put you in the red. Fortunately, if you follow a few fairly straightforward steps, you should be covered.

1. Get an idea of your grey fleet usage

Do you know exactly who is using their car for work trips, and how many miles they are doing? If they are putting in expenses claims, then it should be fairly easy to get an idea of the scale of grey fleet usage, and once you have collated this information, you can decide what to do about it.

2. Signing travel off

Managing the issue is key: if you have a process in place whereby any employee going out for work in their car has to get sign-off to do so from a manager, you might find usage starts to decline and you save money as a result.

3. Get them checked

Employees should only be able to use their car for work if they have demonstrated to you they are fit and legal to drive.

In order to put a process to ensure this in place, you need to have a drivers’ handbook which 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 (Ministry of Transport test) 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)

Get help

You're a small company with your energy channelled into growing. If you just don't have the time to manage your vehicles, there are lots of fleet management companies, including FCA, who can put systems in place and do all the legwork, chasing and documenting for you.

They have online systems that will make it surprisingly straightforward, and actually might help you to understand the way your business operates even more acutely than you did before.

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VED – VEHICLE EXCISE DUTY

Sometimes referred to as 'vehicle tax', 'car tax' or 'road tax', Vehicle Excise Duty is the tax drivers in the UK pay for their use of public roads. The tax is collected and enforced by DVLA (Driver and Vehicle Licensing Agency). Depending on the age of the vehicle, the level of tax paid is determined by the engine size or CO² emissions. There are some exemptions, such as for electrically propelled vehicles. Tax for heavy good vehicles on UK roads are based on the vehicle's size and weight per axle.

CHAPTER

3

HOW TO KEEP TOTAL COST OF OWNERSHIP ON COMPANY CARS LOW

Depreciation, maintenance, and fuel variables dramatically alter the total cost of running company cars or vans. Here are tips to cut your business' costs



Total cost of ownership (TCO) is the true expense of running your fleet, and not just the purchase cost, or the monthly leasing rate, but every other expense that vehicles will incur in their working life.

So here's what to look for, and how to assess and limit TCO.



Depreciation/wear and tear

Accounts for around 40% of TCO

Depreciation is the principle component of total cost of ownership, and is the place you should start, because it nearly always proves to be an indicator of other issues.

If your employees have not looked after their cars and vans, you could be liable for end-of-contract charges to get them back to the standard they need for resale. Find out exactly what condition they expect at end of contract and monitor your vehicles' wear and tear.

Companies such as FCA have dedicated staff whose job it is to ensure that each vehicle is as attractive to the used market as possible, with the right engines at the right price, and with all the features you would expect of a model at a particular price point.

They work very closely with the leasing companies and firms which provide independent guides and analysis to used prices to ensure the cars are priced and spec'd properly to be attractive not just when new, but when they are a few years old.

Actions

- Speak to wholelife cost providers and obtain used value predictions
- Ask manufacturers what action they take to improve residual values (RVs)
- Discuss with leasing companies their approach to defleeting, and wear and tear

Fuel

20% of TCO

Fuel cost is generally the next biggest expense of running a fleet. How to limit your fuel costs is a subject area all to itself. This cost can fluctuate more wildly than any other, depending on a wide range of factors beyond the basic economy of the vehicle such as:

- Petrol and diesel prices
- What condition the cars and vans are kept in
- And how drivers drive them

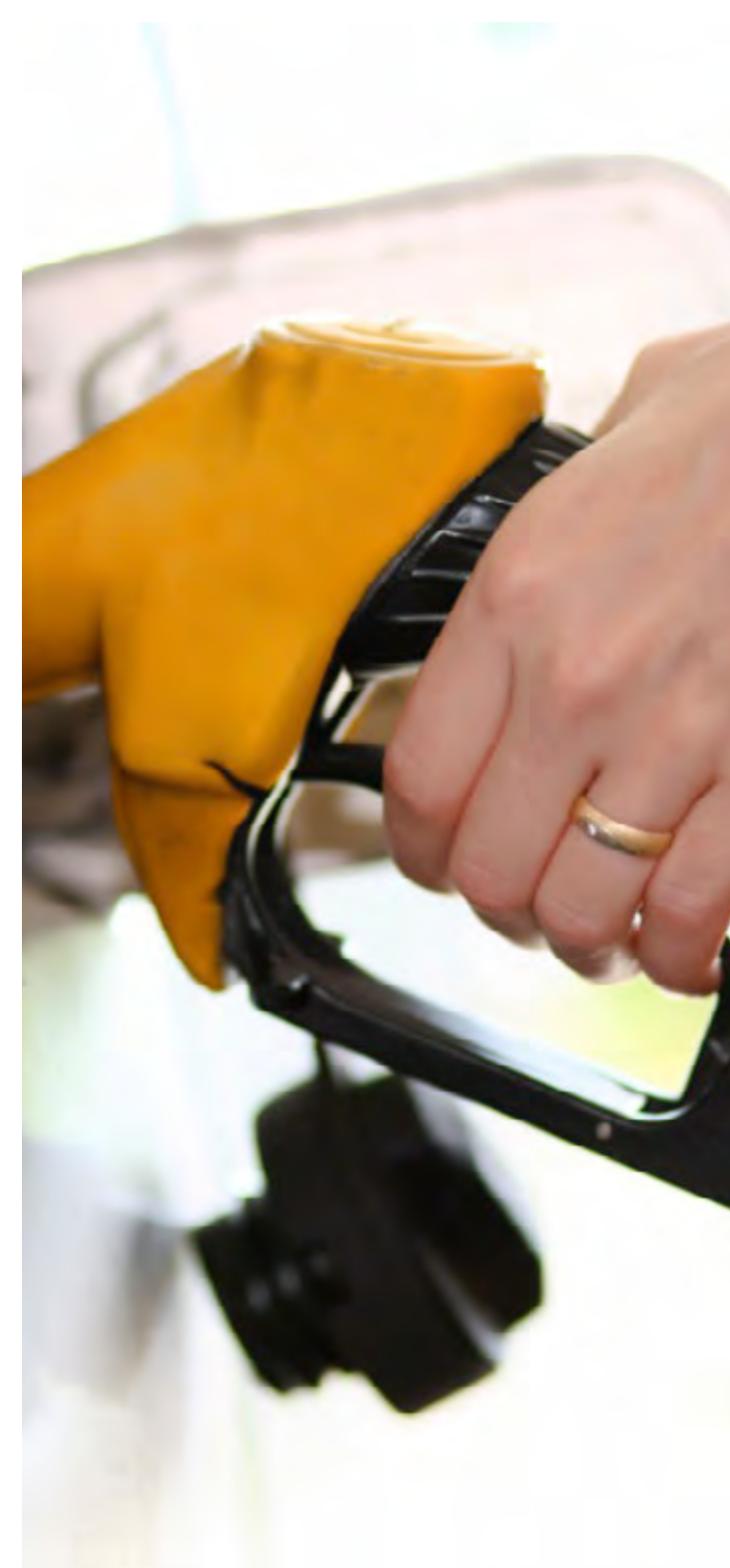
The choice of engine – diesel, petrol, electric or hybrid – is fundamental to your costs, but you need to know what each vehicle is to be used for. As an example, it might be that a car driving around a city doing lots of short trips is more suited to a petrol engine, while a long distance, high mileage motorway driver needs a diesel. Suppliers can help profile this for you.

A very simple fuel saving measure is to ensure all tyres are inflated properly – underinflated tyres can use as much as 15% more fuel.

It also might be worth talking to fleet companies that offer fuel management packages. This can not only streamline expense claims but give you very detailed analysis of what you are spending on fuel from month to month, and whether you have any anomalies, either with vehicles or drivers.

Actions

- Choose vehicles with low official fuel economy figures and fuel which suits usage profiles
- Measure your fuel use and look for trends that impact on cost
- Think about driver training or limiting purchasing outlets
- Keep tyres inflated and vehicles in good service



Insurance

10-15% of TCO

Obviously, cars and vans with good insurance ratings are going to be cheaper to insure overall. Taking out a fleet insurance policy, rather than individual policies on each vehicle, may well be a cost-effective way of driving down insurance costs.

Insurance companies have tailored fleet programmes for small businesses that come with added extras such as accident management, windscreen repair and claims help.

It might be that you need to implement some driver training, or fit telematics into the vehicles so that drivers understand their responsibilities and you know that any incident will have evidence that can help you in a claim.

Actions

- Look at cover-all fleet insurance
- Undertake a risk assessment so you know which drivers could prove costly
- Choose vehicles with low insurance ratings



Service, maintenance and repair

5-10% of TCO

Service maintenance and repair (SMR) rates can have a big impact on the cost of ownership, and monthly leasing payments too.

Compare the full maintenance packages from leasing companies: because they have thousands of cars and vans on their books, they know minutely which run well and get great service from the dealer network – and this will be reflected in the maintenance package cost.

You may not choose to sign up to one of these packages but it's worth considering that a leasing company will have huge economies of scale and ability to negotiate SMR deals that you cannot.

Actions

- Look at inclusive maintenance packages
- Investigate dealer network suitability

Tax

5% of TCO

Everyone knows they have to pay varying levels of Vehicle Excise Duty on their cars and vans, relative to their CO² level, and company car drivers will have to pay benefit-in-kind (BIK) tax too, but an often-forgotten part of the total cost of ownership are National Insurance Contributions (NICs).

NICs must be paid by the employer for each vehicle that is provided to an employee for personal use, and as with company car tax, NICs are based on:

- The vehicle's P11D value (the way HMRC tracks the benefits provided to employees in addition to salary)
- And BIK rate, determined by CO² emissions and fuel type

The level of NI contributions is also determined by an annual percentage rate which is announced in the Budget – and which is currently 13.8% in financial year 2018/19. The basic calculation to determine the amount of Class 1A NICs payable is: P11D value x BIK rate based on CO² x 13.8%. You can make your life easier by using a company car tax calculator. FCA has one at www.fiat-fleet.co.uk/companycar/tax/select/

There are other easy to use tax calculators [here](#)

Actions

- Choose cars and vans with low official CO² figures





Other costs

TCO calculations also include some other costs, such as the interest accrued on the funding you arrange, management fees or outsourcing costs, although these will obviously vary dependent on how you choose to run your fleet.

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P11D VALUE

The P11D value of a car is used to work out how much company car tax needs to be paid and is based on the list price, including VAT plus delivery. It does not include annual Vehicle Excise Duty or the first registration fee. The P11D itself is the tax form employers are required to fill out for directors and employees in order to record any benefits provided or expense payments made outside of payroll. This includes the provision of a company car and applies to directors and employees earning over £8,500 annually.

BIK RATE – BENEFIT-IN-KIND RATE

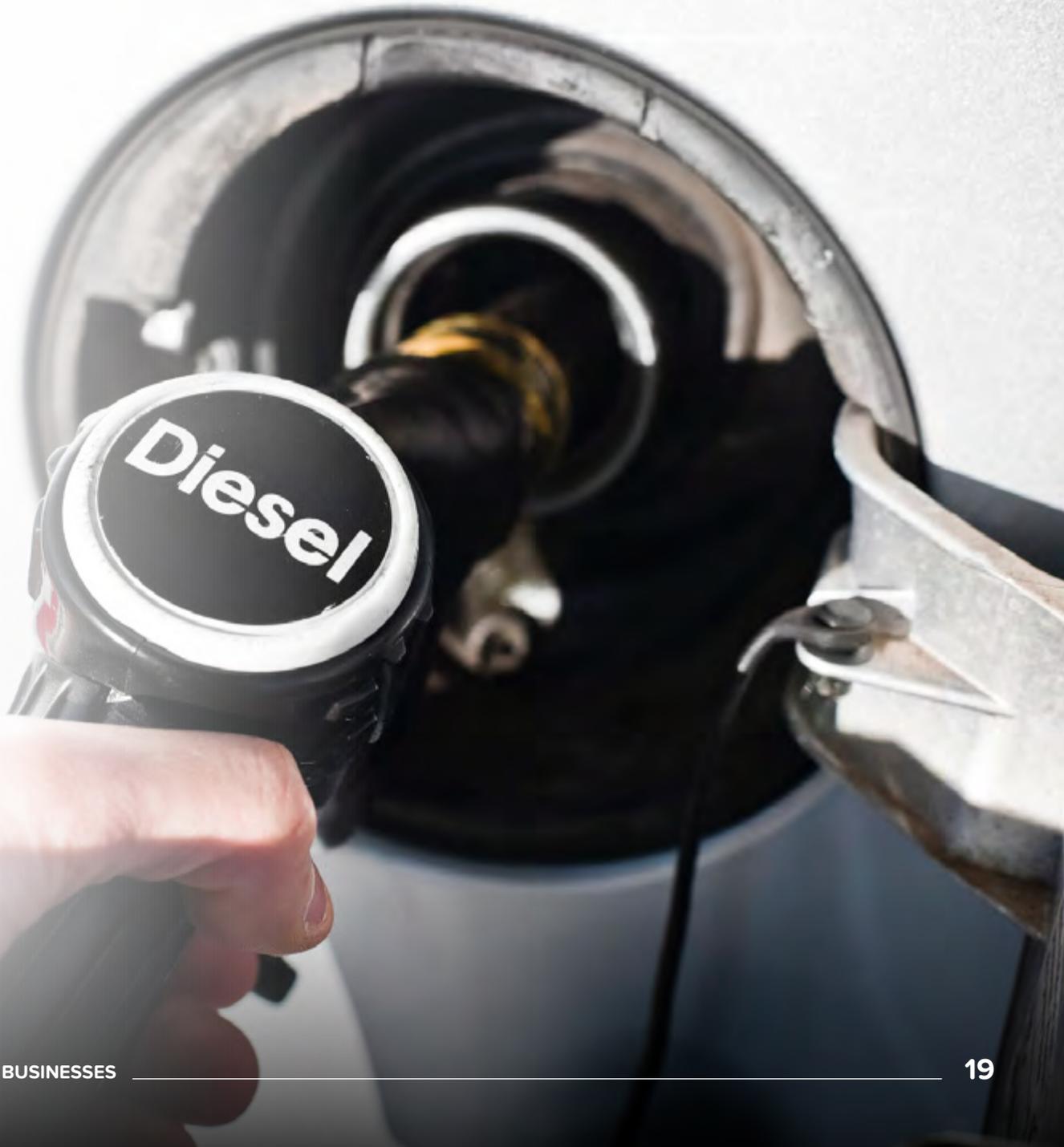
Drivers of company cars are subject to Benefit-in-Kind (BIK) tax. This is a tax for employees who receive the benefit of a company car as part of their remuneration package. Company cars are often used privately outside working hours. BIK rate bands for different vehicle types can easily be found online and help employees work out how much tax – factoring in their income tax band – they will pay each year.

CHAPTER

4

WHY DITCHING DIESEL MAY NOT BE BEST FOR FLEET MANAGERS

Choosing the right fuel for your vehicles is an essential part of fleet management, but changes to the way emissions and consumption are measured will have an impact on your costs. We look at your options





Negative media coverage about diesel in the past two years has led to company car drivers and their employers re-evaluating vehicle choice. Indeed, diesel sales saw a drop of 17% last year and that trend is continuing in 2018.

It seems that petrol and hybrids are taking over – recent figures suggest half of all fleet vehicles are now petrol-powered, a level unheard of in the past 15 years. However, the choice of which fuel powers your vehicles is not as straight-forward as it might seem.

Whichever fuel you choose, costs may rise

After depreciation, fuel consumption is the single biggest fleet cost to any business, and it is also the cost that can fluctuate most.

However, from the end of 2018, your theoretical fuel costs are going to rise significantly too if you budget for them from officially published figures.

This is because the system the government uses to create MPG data – estimates of fuel consumption per car – has changed. The new tests are likely to see an increase of around 20% on official MPG and CO² figures (more on this below).

On top of that, your employees might well be paying more company car tax, and you more National Insurance and road tax, in the next few years.

Oddly though, despite these increases, the real-world cost of paying for fuel won't change, because those cars, now theoretically less efficient, won't be any different.

What are the testing procedure changes?

The NEDC (New European Drive Cycle) Official Combined Fuel Economy figure that every vehicle has historically been given has been replaced by the World Harmonised Light Vehicles Test Procedure (WLTP), which is designed to better represent real-world performance.

Although the tests are still conducted in a laboratory, they include higher speeds which are more representative of real-world driving, and also feature more aggressive braking and acceleration.

The results of the changes

Industry experts have suggested that the WLTP test will see official CO² and MPG figures on a car-by-car basis increase by about 20%, but because of the scale of the programme, not every car will be tested until April 2020.



How tax will increase

One of the issues is that Vehicle Excise Duty (VED) and Company Car Tax (CCT) – and therefore an employer's NICs – will be based on computer-generated NEDC fuel economy and CO² figures until April 2020, produced for new cars through a complex calculation from the new WLTP figures. This effectively means reverse engineering the numbers.

The problem is that with more stringent WLTP testing in place, and NEDC figures worked out from them, it is likely official CO² emissions for new cars will rise – relative to where they would have been under the outgoing regime. This is relevant for both petrol and diesel vehicles.

Added to that, from April 2018, the Company Car Tax diesel supplement went up by one further percentage point, to four percentage points more than petrol cars.

So what should you do?

The new WLTP figures will give you a much better indication of the real-world fuel economy of new cars, so use these when budgeting for fuel.

Company Car Tax, VED and National Insurance is likely to rise slightly, but the rule of thumb that existed before the changes still applies, possibly even more so: choose low CO² cars and vans. The lower the CO², the lower the tax bill.

Petrol v diesel

Petrol pros

- More driving enjoyment, with higher-revving, responsive engines
- Cheaper to buy
- Less NOx (nitrogen dioxide) and particulates produced

Petrol cons

- Petrol vehicles often depreciate faster
- Produce higher levels of CO² (carbon dioxide)

Diesel pros

- Often lower wholelife costs because of lower depreciation and better economy
- Engines last longer and tolerate much higher mileages
- More efficient (by around 25% compared to petrol) so fuel costs are less, providing pump prices stay close
- Better mpg over long distance journeys
- Produce less CO²
- Higher torque or pulling power

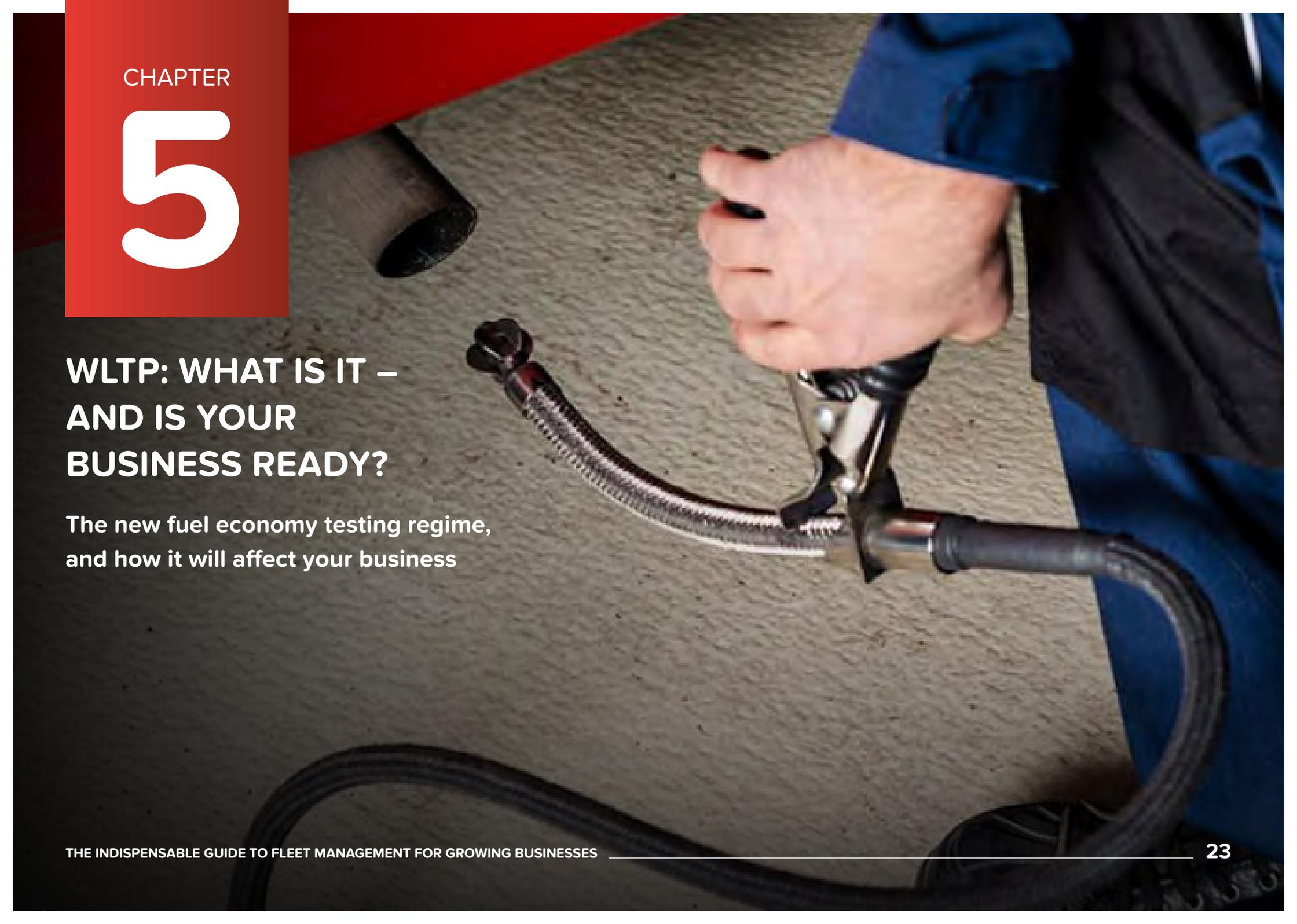
Diesel cons

- Generally, more expensive than petrol to buy
- Produce nitrous oxides, hydrocarbons and particulates
- Insurance is higher for diesels than petrol vehicles, by up to 15% – because they cost more to replace or repair

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WLTP – WORLDWIDE HARMONISED LIGHT VEHICLE TEST PROCEDURE

Using conditions defined under EU laws, the Worldwide Harmonised Light Vehicle Test Procedure has been designed to assess the fuel consumption and CO² emissions of vehicles. Unlike the old test, it uses real-driving data, meaning it takes into account the fact people drive faster and brake more erratically on the road. Its predecessor, the New European Driving Cycle (NEDC), created in the 1980s, was no longer deemed fit for purpose.

A close-up photograph of a person wearing a blue jacket using a power tool, possibly a torque wrench or impact driver, on a car's exhaust system. The person's hand is visible, gripping the tool's handle. The tool is connected to a metal hose and a black hose. The background is a light-colored, textured surface, likely a car's body panel.

CHAPTER

5

WLTP: WHAT IS IT – AND IS YOUR BUSINESS READY?

The new fuel economy testing regime,
and how it will affect your business



As of September 1 last year, a revolution in fuel economy testing took place when the New European Drive Cycle (NEDC) test was replaced by the World Harmonised Light Vehicles Test Procedure (WLTP).

So?! What does this have to do with you, you're probably asking. The WLTP test has come about because of the desire of consumers and legislators be able to create data which is closer to the 'real-world' performance of vehicles.

In theory, it means you should get a 'real view' of how your cars are likely to perform – which will inform which models you build your fleet around – especially as it will have an impact on what each car costs you. Currently, manufacturers are putting all their cars through this testing procedure.

Why does it matter?

So far, vehicles that have been through the WLTP test are showing higher consumption and emissions under the new regime, by as much as 20%. What this means is that they could end up being in higher tax bands (in particular Benefit-in-Kind company car tax) than previously, which could mean increased costs for the driver, and you.

What is the WLTP test?

It takes into account optional equipment fitted to cars, such as bigger alloy wheels, lower suspension, which have an effect on fuel economy and emissions and, although the tests are still conducted in a laboratory, they include higher speeds which are more representative of real-world driving, and it also features more aggressive braking and acceleration.



When will tax regimes change?

Because of the time it will take to re-test everything, at this year's Budget it was confirmed VED and Company Car Tax (CCT) will continue to be based on NEDC fuel economy and CO² figures until April 2020 – a computer takes the WLTP figures for new cars and models and converts into the old NEDC terms.

However, that does not mean tax bills will stay the same: with more stringent WLTP testing in place, and NEDC figures worked out from them, CO² emissions for new cars are rising by about 10% from where they were before, according to industry analysts Cap HPI.

How does this affect your fleet on-the-road?

In the short term, it doesn't. Irrespective of official figures, those vehicles will perform with the same fuel economy in real world conditions whether they were testing under NEDC or WLTP.

In fact, with even more accurate official figures, it should be easier than ever to budget for your fuel costs.

Then there's RDE...

There's another test too. From September 2019, all new cars will be subject to Real Driving Emissions (RDE) testing. RDE will complement laboratory tests by measuring pollutants in real conditions on the road.

The car is driven over a wide range of different conditions, with equipment installed on the vehicle to verify that levels for pollutants such as NO_x are not exceeded.



If you find it all confusing, what should you do?

With information on Benefit-in-Kind taxation only having been made available by the government up until tax year 2020-21, many drivers and their companies acquiring cars now do not know how much tax they will have to pay over the life of the vehicle.

That said, a company car is still a very cost-efficient and safe way to provide business motoring, and as a general rule, low emission cars now will still be the most tax-efficient in three or four years' time.

And although a 10-20% rise in official CO² sounds like a lot, in reality, a petrol car with a taxable P11D value of £20,000 and a CO² of 110g/km would cost a 22% taxpayer £95 a month in 2019/20.

If that same car had CO² levels revised upwards by 10% under the new regulations to 121g/km, that same employee would only pay £7 a month more.



CHAPTER

6

WHAT TO DO IF A COMPANY CAR IS INVOLVED IN A ROAD ACCIDENT

As an employer with vehicles,
your fleet may well be involved
in an accident at some point.
Here's what you should do



Driving for work is a hazardous occupation. The Health and Safety Executive estimates more than a quarter of all road traffic incidents may involve somebody who is driving as part of their work at the time.

So the chances are, however small your fleet, at some point one of your employees will have an accident. Hopefully it will not be severe or involve injury, but irrespective of whether it is a minor knock or a more serious incident, there are a number of steps your drivers should follow to ensure the process of managing the accident and the resolving of it afterwards is smooth and problem-free.

Step 1: Regardless of where the accident takes place or who was at fault, the first step is always to make sure everyone is okay.

Step 2: If possible, move the vehicles out of traffic and off the side of the road. Don't encourage anyone with back or neck pain to move. Call for medical help if needed.

Step 3: Do not accept blame: it's not always easy in the immediate aftermath of an incident to think clearly and understand what really happened. That can come later.

Step 4: Call the police, no matter how minor the shunt: let the police decide whether the incident is serious enough to warrant coming to it. An accident report will support the facts of the case and help prove fault if needed.

Step 5: Exchange contact information, insurance information, driver's licence numbers, registration numbers, and basic insurance company information with the other motorists, and if there are any witnesses, get their details.

Step 6: Use a phone to take pictures of the damage, contributing factors (such as road signs, traffic lights, etc), marks on the road, or anything else that might provide clues to what caused the accident.

Step 7: Then, try and write down what you remember of the incident: time, weather and a sketch of the area and where the vehicles came from, and ended up. Under stress, people can sometimes forget quite simple things or have their memories of the accident influenced by outside parties' views, so it's best to get it all down while it is still clear.

What to do as an employer

In your driver handbook, which should be in each car, have a checklist employees can follow in the event of a crash.

With so much going on, they can often miss quite simple things, so give them something that they can go through step-by-step, and include:

- Who to contact at work
- Your vehicle supplier (if the car is leased)
- Accident management provider
- And insurance details

Crash prevention

Preventing the crash in the first place will save you a lot of time and money. There are lots of risk management providers who have very clever systems for profiling your drivers and work routines to show who is most likely to end up in an incident and give them training (online or in-car) to help lower their risk.

Buy vehicles with crash avoidance technology. Fiat's City Brake Control monitors the road ahead and, under certain conditions, automatically brakes the car if it thinks it is going to collide with the vehicle in front.

Rear-end shunts account for one in four collisions, so fitting this technology could reduce the number of accidents your fleet has noticeably.



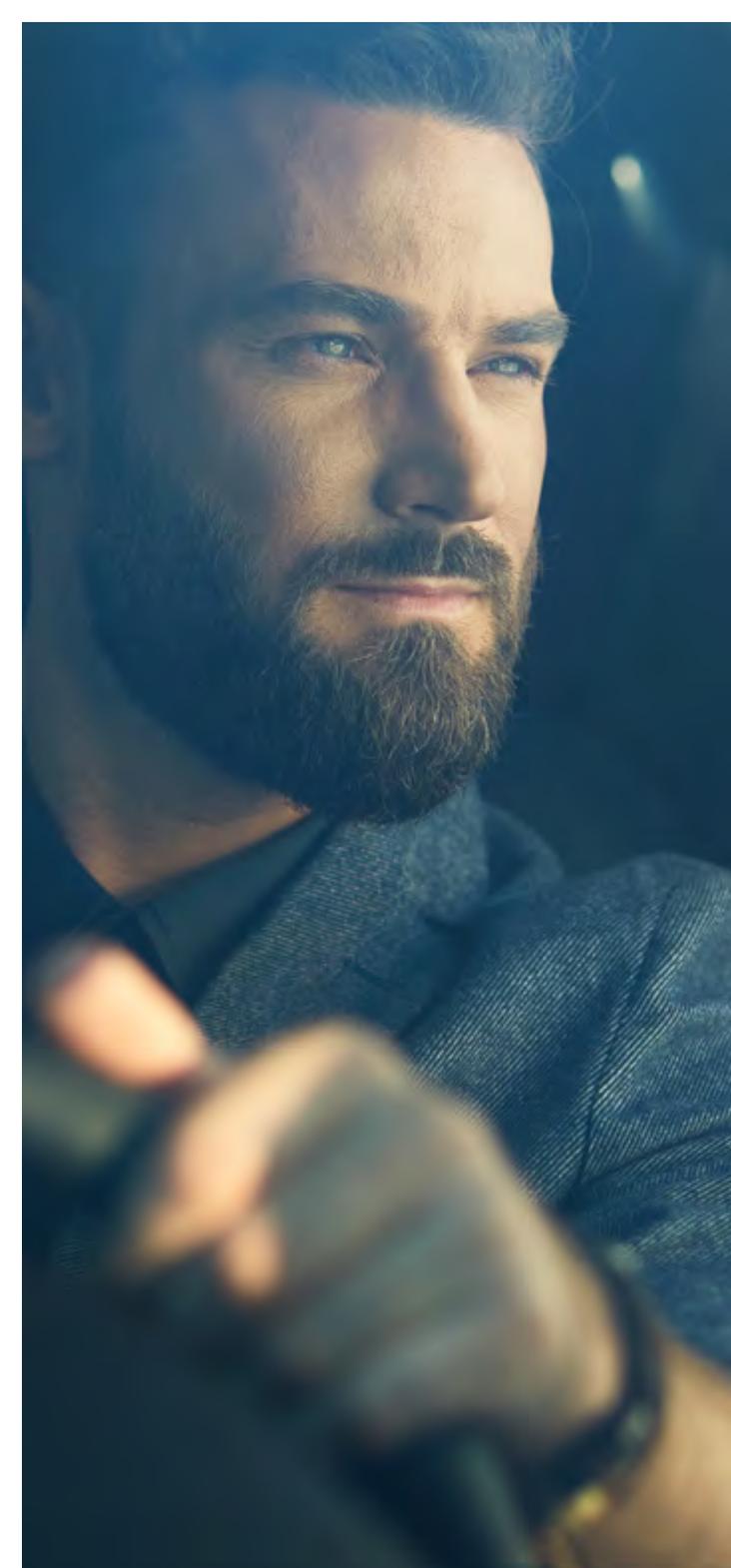
CHAPTER

7

BEST FLEET CAR OPTIONS FOR BUSINESS IN 2018

We select three ideal vehicles to suit key roles in your business – from the car you drive to how your delivery drivers get from A to B





What does the car you drive say about you? How about your business? Whether your company needs commercial vehicles to get the job done or you have employees you want to offer a fleet car to, you want to make the right impression.

You also want your company car fleet to be cost-efficient and easy to manage – and for the model to be fit for purpose.

Check out our suggestions for your team:

- Best for ‘The Boss’
- Best for the ‘Sales Director’
- Best for a salesperson
- Best commercial vans for delivery drivers
- Best for salary sacrifice / opt-out
- Best for specific job needs
- Best for off-road workers / engineers

You are what you drive

Investing in a company car fleet means you may want a variety of vehicle types to suit each member of your team that needs one. A fleet provider with a versatile range, something FCA (Fiat Chrysler Automobiles) prides itself on, is crucial.

Over the next five pages we’ve taken a closer look at the options offered by FCA to suggest brands and models that are designed to suit those key roles.

CHAPTER

8

FLEET CARS: BEST FOR 'THE BOSS'

What car should you be behind the wheel of? As the owner of your company we look at options that reflect your status while demonstrating your business acumen

Being in charge of a business puts you and your choices in the spotlight, and what you drive can have a big impact on both employees and clients.

Fortunately, through Alfa Romeo and Jeep there are a number of models that tick every box. Ultra-desirable and sophisticated, creating the right impression for your company, but without being unduly profligate, these three would be ideal choices.





Alfa Romeo Stelvio

The all-new Stelvio SUV offers a combination of SUV practicality and comfort with sports saloon handling – the reason it was named after one of the most famous, snaking mountain roads in the world.

Engineered to standards rarely seen in this sector, with the use of carbon fibre in the drivetrain and aluminium in its construction, the Stelvio is surprisingly agile for an SUV.

Prices start at £36,990



Alfa Romeo Giulia

Since the Alfa Romeo Giulia hit the market two years ago, it has cemented its position in the corporate market as one of the very few credible alternatives to the German mainstream.

A beautifully appointed cabin wrapped in a sensuous body, this award-winning Italian saloon offers style and technology in equal measure.

Prices start at £32,490



Jeep Grand Cherokee

The Jeep Grand Cherokee is a lot of SUV for the money. It's a renowned brand that represents toughness and luxury in combination.

Assertive but not aggressive, with a sumptuous leather-trimmed interior, it boasts the latest connected technology and high-end audio system, while underneath is a powertrain and Quadra-Trac four-wheel drive system designed for extreme environments.

Prices start at £47,580

CHAPTER

9

FLEET CARS: BEST FOR THE 'SALES DIRECTOR'

First impressions count with clients and as a commercial leader the right car can inspire. So what car should your sales or marketing director drive?

If you're in sales and marketing, you will know how important making an impact and being remembered is.

However, standing out from the crowd of competitors is one thing, but breaking the bank personally to do so is quite another. Most people still want to pay as little on tax and fuel as possible, and so these cars allow you to have the best of both worlds, with low running costs and highly competitive CO² levels which limit the amount of company car tax you pay.





Fiat 124

Convertibles aren't always a staple of company car fleets, because it is thought they lack the security of other cars and can be expensive to run as well as hard to reassign if an employee leaves. That's not the case with the 124, a reinterpretation of the iconic models from the 1960s, brought into the modern age.

This ultra-lightweight car is both sporty and economical. Factor in on-the-road prices and you have a unique proposition of high spirits and low running costs.

Prices start at £21,050



Jeep Cherokee

The mid-size Jeep Cherokee SUV has sculpted and aerodynamic exterior which makes a strong statement while remaining true to its Jeep heritage, featuring a bold and modern design that is equally at home on a rugged trail or at a client visit.

Of course, being a Jeep, the Cherokee comes stacked with every technology feature needed for off-road driving, but it is extremely competent on road too.

Prices start at £35,435



Abarth

Abarth was born in 1949, when brilliant racer and engineer Carlo Abarth built his first Coupe, based on a Fiat 1100. From then on, the brand has been synonymous with innovation, its light weight models, and sportiness. And the current range of cars continue that legacy.

The Abarth range is about innovation and agility: values that match many of the best companies.

Prices start at £18,610

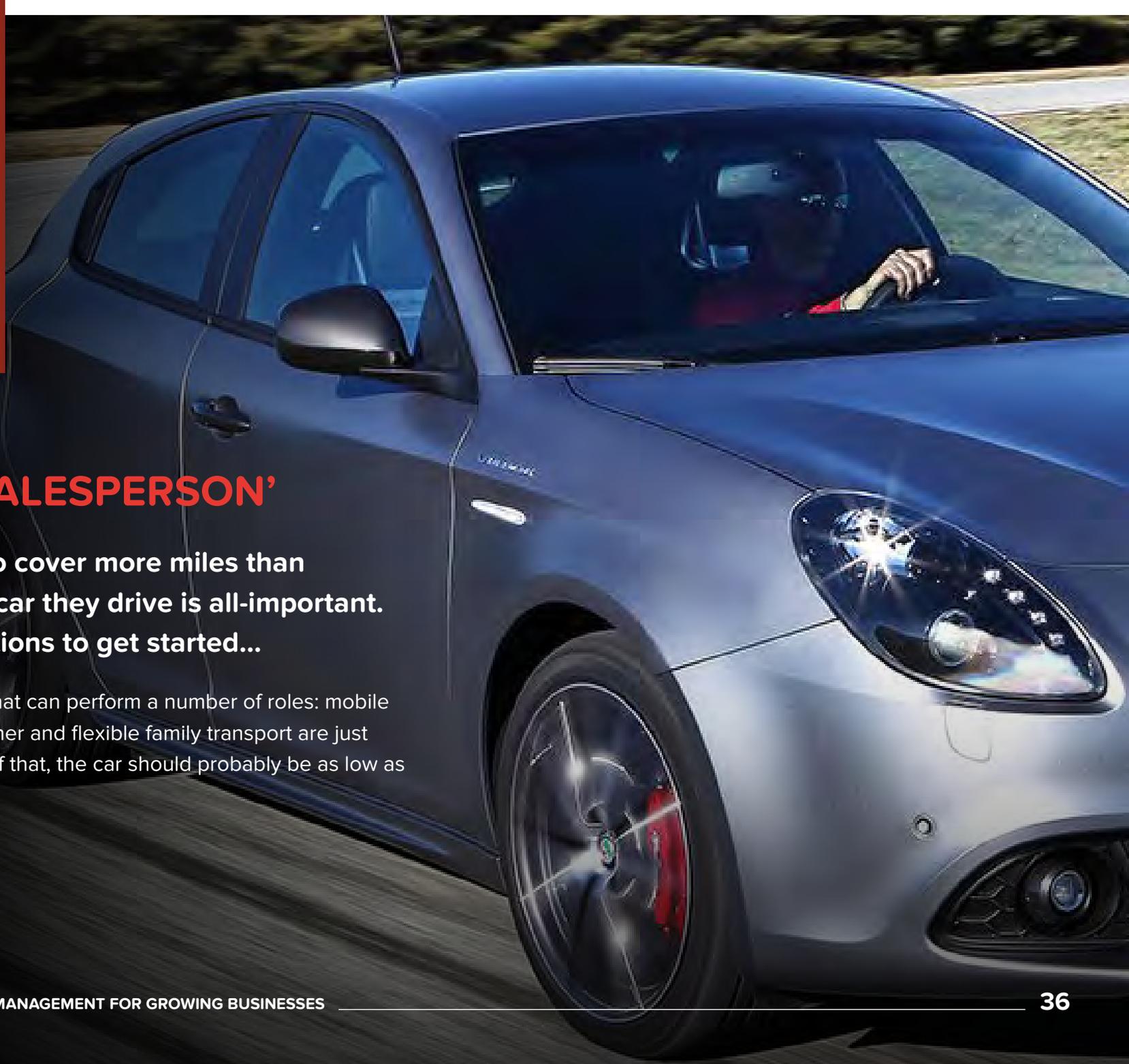
CHAPTER

10

FLEET CARS: BEST FOR A 'SALESPERSON'

Your sales team tend to cover more miles than most, so the company car they drive is all-important. Here are three suggestions to get started...

Most sales people need a car that can perform a number of roles: mobile office, long distance mile muncher and flexible family transport are just some of the key ones. On top of that, the car should probably be as low as possible on benefit-in-kind tax.





Jeep Compass

The all-new Jeep Compass is a crossover, equally at home transporting the family around at the weekend or showing up at meetings thanks to distinctive, sleek styling and a cabin that is robust yet sophisticated.

The Jeep Compass has an upscale, sophisticated profile, but not at the expense of interior practicality. There's plenty of space front, rear and in the boot, and the latest versions of Jeep's Uconnect infotainment systems.

Prices start at £21,050



Alfa Romeo Giulietta

At the heart of almost every fleet is a dependable hatchback that can do high mileage work, offer low CO² emissions and running costs, all with a desirable badge.

The Alfa Romeo Giulietta perfectly fits that profile. But even though it is extremely efficient, drivers will not feel like they have been given a stripped-back eco model: the Giulietta is dripping with sophisticated Italian styling inside and out.

Prices start at £19,960



Fiat Tipo

The Tipo is the sort of flexible hatchback that every company car choice list is founded upon, because it ticks every box for a business needing a dependable, cost-effective offering.

Its class leading 440-litre boot capacity and rear leg room, 5-inch touchscreen radio with navigation, Bluetooth® and DAB, and three diesel powertrain combinations, all with CO² starting from less than 100g/km, as well as two petrol powertrains make it stand out as sturdy, functional but engaging too.

Prices start at £13,970 OTR

CHAPTER

11

FLEET CARS: BEST COMMERCIAL VANS FOR DELIVERY DRIVERS

**Efficiency is key when it comes to delivering your products or services.
So what commercial vehicles would suit your delivery drivers?**

For many businesses, commercial vehicles are the beating heart of the operation. After all, you need vans to get your products to market.

As a result, the choice of commercial vehicles and their efficiency and reliable operation is integral and vital: get it wrong and you could end up with an inefficient and costly business, and disgruntled customers.

So it is imperative to choose vans which are trustworthy and cost-effective, but also backed up by excellent customer service – every hour a commercial vehicle is off the road is money being wasted.





Fiat Doblò Cargo

The Doblò Cargo is the ideal van for those businesses that need a commercial vehicle to transport and deliver small goods, with a load volume of 5.4m³ and an internal length of up to 2.17 metres.

Thanks to the “engine for every mission” strategy, the Doblò Cargo offers maximum performance for different professional needs and type of use with both petrol and diesel engines.

The Doblò Cargo also comes with a host of safety features as standard, including a tyre pressure monitoring system, traction control and electronic stability control and cruise control.

Prices start at £13,910



Fiat Talento

The mid-size Talento is a commercial vehicle that can perform a multitude of roles. It is good-looking with some clever practical design features, a comfortable ride and excellent cabin refinement, with nine variants in short- and long-wheelbase with high or low roofs, plus people carrier, crew van and a chassis cab options.

Even the smallest capacity 5.2m³ Talento can easily swallow three Euro-pallets.

As an urban delivery or workers van, the Talento offers efficient engines, sturdiness and reliability.

Prices start at £20,795



Fiat Ducato

If you are looking for the maximum carrying capacity and a van that can do almost anything, the mighty Fiat Ducato is the answer. With load volumes up to 17m³, a payload capacity of up to two tonnes and an internal load length of over four metres on some vehicles, there is very little the Ducato cannot handle.

Crucially, the Ducato is configurable in a huge number of ways with up to seven types of rear suspension available to suit all purposes: crew van, dropside, tipper and double cab variants. Flexible and capacious - what more do you need?

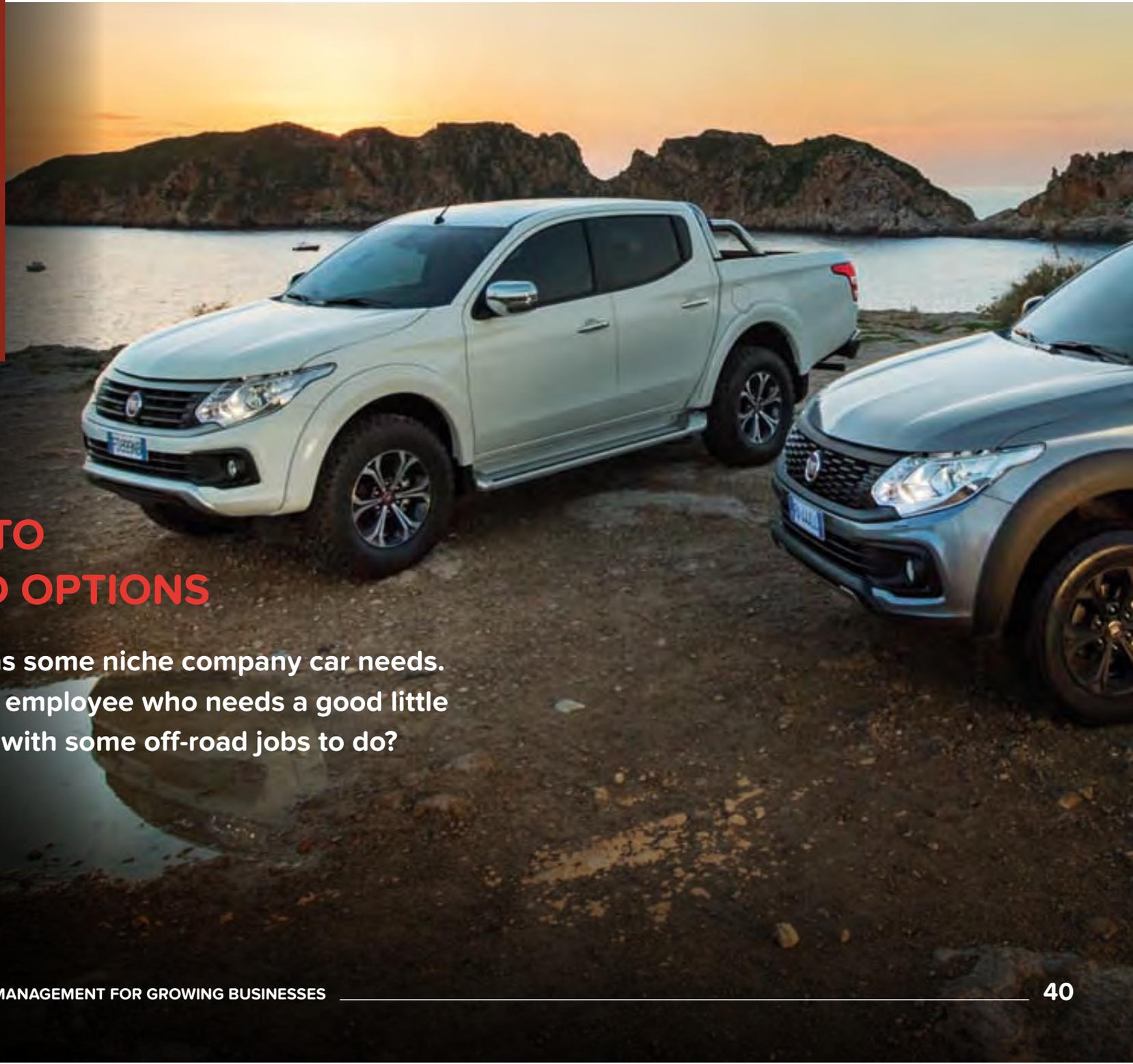
Prices start at £23,470

CHAPTER

12

FLEET CARS: FROM THE DEPENDABLE TO THE OFF-ROAD OPTIONS

Every fleet manager has some niche company car needs. So what would suit the employee who needs a good little runner or the business with some off-road jobs to do?



On previous pages, we've looked at some of the key roles in most businesses and the company cars that might suit them.

What you drive as 'the boss', what your sales director visits key clients in, the vehicle every on-the-road salesperson needs, and how your delivery drivers get from A to B are all covered.

But what of the valued member of staff who wants a reliable small car via a salary sacrifice scheme? Or the employee who needs a workhorse to transport samples or equipment around? And then there are companies, such as landscape gardeners or tree surgeons, that need a handful of off-road vehicles.

Delving into the FCA range, we take a closer look at some models that could do the job.

Best for: Salary sacrifice / opt out

Employees who want to opt out or are part of a salary sacrifice scheme generally do low annual mileage, are looking to make cost savings and need a low CO² figure. They need a car which is dependable, proven and crucially, economical to run so that they limit their tax liabilities and running costs.



Fiat 500

The iconic Fiat 500 has proven for more than a decade to be a car that offers characterful, reliable and economical motoring, and is the ideal choice for an employee who is opting out or joining a salary sacrifice scheme.

For salary sacrifice to work properly so that the monthly benefit-in-kind tax costs are less than they would be in a company car scheme, the employee should have a low emission car and the 500 delivers on that front, with the vast majority of models under 100g/km.

Prices start at £9,084

Best for: Specific job needs

Many businesses need a car that is no-nonsense and does a job, can pack in lots of equipment, products and samples, run very high mileages and be extremely hardy and flexible too.



Fiat Tipo Station Wagon

550 litres of easily accessible boot space, a configurable Magic Cargo Space system for maximising load carrying ability and Flip&Fold rear seats that give a completely flat 1.8 metre cargo length.

The Tipo is also cleverly designed with no boot lip, which means less damage and it is lower too, making access easier, and it is one of the cheapest estates on the market in its sector.

Prices start at £14,215

Best for: Off road workers / engineers

For many businesses pick-ups are very handy tools, but for small businesses and start-ups, a pick-up can be even more useful, because it can double as workhorse and company car: effectively two vehicles in one.

If your business requires transporting products or equipment, then the rear load bed can do that job, while the double cab and a four-wheel drive system lets you get everywhere an SUV can.

On top of that the benefit-in-kind tax position is much lower than that of a car, because it is a commercial vehicle.



Fiat Fullback

The Fiat Fullback is a pick-up truck for business people and workers wanting something a little more special than just a sturdy workhorse. Of course, with selectable four-wheel drive, 3,100kg towing capacity, locking rear differential and low range gearbox the Fullback can do all the tough stuff.

Kit includes DAB radio, cruise control, air-con, hill-hold and LED daytime running lights, alongside a choice of 150 or 180 HP turbodiesel engines and six-speed manual or five-speed automatic transmission.

Upgrade to the LX and you will benefit from a 6.1" Touchscreen Infotainment system with Sat Nav including Bluetooth(R) handsfree, dual zone climate control, keyless entry and keyless go, rear view camera, heated full leather seats, 17" alloy wheels, privacy glass and full perimeter alarm system.

Prices start at £21,995



CHAPTER

13

4 OF THE LATEST TRENDS IN FLEET MANAGEMENT YOU NEED TO KNOW

Whether you already manage a company car fleet or are considering your options, this guide covers the biggest fleet trends for 2018 and beyond...

1. Leasing companies expanding into the non-company car driver market

With the confusion over the future benefit-in-kind tax bands for company cars, drivers are increasingly taking cash options. As a result, several leasing companies are launching schemes to attract these drivers, effectively offering competitive leasing rates that match the monthly cash allowances they have been allowed.

Therefore, the benefits of a company car – in terms of regular payments over a fixed term, no worries about future values and controlled maintenance costs – exist; but for private drivers, rather than their employers.

2. Coming up to speed with mobility solutions

Many businesses are trying to get a fuller picture of what is meant by a ‘mobility solution’ – which is essentially jargon for good old-fashioned business travel.

Thanks to the increasingly connected world we now live in, there are more ways to link up all types of transport to create travel plans that are more efficient, both from economic and time perspectives.

For example, if an employee needs to travel from London to Glasgow for a meeting, what are their options?

They could drive their own car, one from a car club or a car sharing app, get the train, fly or rent a car when they get there (or if they are part of a car club pick one of those up at the location). Or not even go at all: a mobility solution for your business could be that employees do more video conferencing and save time and resources travelling.





3. Getting a grip on your employee details

The introduction of the General Data Protection Regulation (GDPR) has introduced new principles of transparency and accountability for how a company looks after its employees' personal information, and this includes all information relating to fleet management.

Your employees can be identified in many ways while driving for work, such as through their vehicle's number plate or Vehicle Identification Number, their driving licence number, National Insurance, medical history, driving history (offences, insurance claims or training) and even tracking data.

As a result, businesses need to ensure that all this data is held securely, and that their employees clearly understand the reasons for this data being stored. They also need to have a suitably robust process and protection in place to ensure that data cannot be accessed by anybody who doesn't have the right to it.

At the heart of GDPR is security and process. You must demonstrate a valid reason for keeping personal data relating to cars and vans, ensure your employees understand why you are storing their personal data, and you must ensure the information is held securely.

4. Working out the benefit of electric cars and vans

Electric cars and vans are entering the market with lots of plug-in hybrid and full electric models already available.

At some point in the future, these electric vehicles will likely offer competitive costs and range comparing to internal combustion engine (ICE) cars.

In certain circumstances, such as for a driver who only commutes to and from work or for a van doing multiple stops in an urban environment, they can prove to be very useful.

But, for the majority of drivers, the range of electric vehicles and the charging network available still needs to grow more. Certainly, electric vehicles are worth exploring, but for all the hype, ICE cars and vans have a proven track record of keeping businesses moving at a reasonable cost.

That fact should not be underestimated when you are looking at how your fleet operates – or will operate.



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