Your Guide to Fleet Electrification





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O1 An introduction

We are Ford Fleet Management



For over 55 years, Ford has been a commercial vehicle market leader, with a unique set of insights into how customers choose and use their fleets.

Ford partnered with ALD Automotive- now Ayvenscreating Ford Fleet Management, a leasing company with a difference. We leverage the combined expertise of these two fleet powerhouses to support our customers with integrated, tailored fleet management services.



Join us on the journey

Today, every business is on a journey to reduce their carbon footprint. For those with a fleet, electrification of vehicles is our foremost priority.

The process for fleets is complex.

Operational requirements are not the only factor; the transition will affect your employees and the way they commute, the contractors who maintain your sites, as well as clients and customers.

We are the partner you need to help take your fleet where it needs to be.

We can help you choose and fund the right vehicles, guide you through the regulatory issues and incentives, demystify charging, and help you give your drivers the best possible experience.

02 Why make the switch?

Reduce costs

Lower fuel, service and maintenance charges can deliver a lower whole life cost, irrespective of the purchase price.

Project a positive image

Operating zero emission vehicles can enhance your business reputation.

Provide employee benefits

Employees can benefit from helpful new technology, lower BIK and reduced fuel costs.

Meet your targets

EVs help meet corporate social responsibility and carbon reduction targets, complementing your green electricity initiatives.

Improve air quality

Zero emissions vehicles, you'll be helping to comply with government goals for Ultra Low Emission Zones and Clean Air Zones.





Fleet Management



O3 Key considerations









04 Here's where we come in

Alongside Mitie Plan Zero, we're helping our customers create a strategic roadmap for EV transition.

Visual tools	Dv
We provide greater clarification	Un
of the journey and approaches to	loc
electrification. Leading to:	a g
 Optimised charging 	• E\
 Intelligent procurement 	• G
 Enhanced stakeholder engagement 	• Cł
 Clear policy and decision-making 	• C
 Scope 3 commute scenario modelling 	
 Commercial Charging Models 	

Charging infrastructure requirements

Using your data and our understanding of your specific charging requirements, we can select the most appropriate and cost-effective EV charging infrastructure (and back office) for you.

well time analysis

derstanding dwell times and ations are critical in providing reater understanding of:

V infrastructure mapping rid load balancing harging modelling harge point numbers

We can forecast the ability of your vehicles to transition to EV, based on your historical ICE vehicle usage/data and replacement cycles. This provides:

- Mapping EV replacement cycles
- Planning charge point roll out
- EV cost projections
- Transitioning timeline
- Highlighting difficult transition vehicles

This can provide:

- Projection of CapEx and OpEx
- Prevent charge point overspend
- Ensure charging optimisation
- A robust model for fleet electrification commercial charging codels



Ease of electrification

Depot hot spot analysis Using vehicle telematics, we map the peak number and locations of down times of your fleet during the day. This leads to insight into:

- Charge point installation mapping
- Shift schedule charging optimisation
- Depot/workplace capacity requirements
- Optimal charge point locations (home, office or depot)
- Commercial charging models











Determine whether there is sufficient electrical capacity both at site and the charging location to support proposed charging points

futureproof the sites



Explore solutions to limit the need for extra power and support conflicting power demands:

- Onsite generation
- Battery storage

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Load balancing



06 Fuelling with a difference



Good strategy

A well-planned charging strategy is absolutely key to fleet electrification. Striking the right balance between home, workplace and on-the-road charging can maximise efficiency and minimise downtime.



Goal Our goal, alongside our experts, is to help your fleet to develop a forward-thinking charging solution for convenient, reliable, connected EV charging- wherever your driver is likely to spend time.







06 Fuelling with a difference





Fleets with centralised operations or with vehicles parked at a facility overnight may find depot charging to be the perfect solution. With upfront planning.



07 Understanding total cost of ownership



EVs can often come at a higher initial cost compared to their ICE counterparts. Whilst hope for a cost parity shift is on the horizon (it is predicted next-generation BEVs will, on average, be cheaper to produce than a comparable ICE vehicle by 2027), at present businesses are hesitant to make the switch.

Initial outlay is just the tip of the iceberg. However, it is critical for fleets to consider in-life costs such as fuelling EVs and maintenance, which can often mean EV outweighs ICE as the most cost-effective option.

Excise duty

Depreciation



Fleet Management



Fuel / electricity costs

National insurance

Grants / incentives

Service, maintenance and repair











08 A true end-to-end solution

Fleet transition	Solut
Advisory services on challenges and opportunities of transitioning to EVs	Fully s EV sol to bus challe
 Sustainable transport consulting EV strategy programmes Site portfolio EV charging feasibility 	 Designed Planned Scopie Pricined
 Trusted advisor 	



Industry experts

tion design

scoped and priced utions tailored siness needs and nges

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Turnkey implementation

End-to-end provision of multiple engineering disciplines under a seamless delivery model

- Installation
- Build
- Integration
- Project management
- Commissioning



Technology agnostic



EV infrastructure management

Data management and insights from EV and broader energy infrastructure

- Network operations
- Billing
- Reporting
- Fleet telematics
- Energy management

Ongoing operations maintenance

Maintenance services of old and new assets to improve performance and operations

- Remote monitoring
- Diagnostics and fix
- •24/7 helpdesk
- Ongoing maintenance
- National coverage



Flexible commercial models





09 Next steps

Working 'with Ford Fleet Management will help your fleet and business to navigate the journey to electrification smoothly.

Comprehensive support for your EV fleet, including:

Wherever your fleet is on its electrification journey, contact us today for a free of charge consultation.







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