

GE Capital
Fleet Services

Drive lightly and reduce
your fleet's carbon footprint

Fleet Manager Guide



imagination at work

Corporate Environmental Responsibility

In today's business climate it is important for companies to be aware of their impact on the environment, and to find opportunities to reduce both cost and emissions. Shareholders, customers and employees have increasing expectations that the companies they are associated with have a strategy for dealing with high energy prices and emissions, and they take responsibility for their choices.

It is time to take action.

Fuel prices are volatile. Carbon emissions are increasingly in the spotlight. Tackling these tough issues with choices that work for your company not only make good business sense today, but will also help your company stay ahead of the curve on increased regulations that are expected down the road.

There are many steps we can take to reduce our fuel consumption, from the vehicles we drive, to how we drive them. Products and services that help companies and the environment are the heart of GE's ecomagination initiatives.

Not sure where to start? GE Capital Fleet Services can help you analyze the facts to make informed decisions.

ecomaginationSM

Environmental Performance

There are four simple steps to reducing fuel cost and carbon emissions. They are:

Measure

The first step is to establish a baseline. You won't know if you've improved if you don't know where you started. This is accomplished through a comprehensive evaluation of fuel costs and gallons purchased over a specific period of time. GE Capital Fleet Services can help you achieve this through a suite of services, including fuel management and Telematics.

Analyze

The second step is to determine where improvements can be made. The biggest impact will come from vehicle selection, but this process takes time. Changing driver behavior can yield results in the short-term. Telematics can pinpoint which aspects of the driver behavior, if modified, will have the desired impact.

- **Vehicle selection** – Working with your account manager and strategic consultant, you have the ability to compare hundreds of vehicles to determine the right vehicle for your fleet in terms of overall cost, fuel cost, emissions and functionality.
- **Driver training** – Educate your drivers through an online course that promotes fuel reduction techniques and encourages safe driving.
- **Tracking** – Evaluate route planning, idle time and off-time usage to see where you can reduce fuel costs and emissions.

Implement

The third step is to implement any cost and emissions-reducing strategies that make sense for your fleet. This includes an asset use review to determine if your vehicle size can be reduced or if you can move to a four-cylinder vehicle. It could also mean implementing a comprehensive driver training program, initiating a campaign of driver communications with fuel-saving tips or using cutting-edge technology such as Telematics to help drive behavior change.

Track

Throughout the process, from establishing a baseline to implementing fleet-wide changes, we will continue to work with you to track fuel cost and emissions, providing you with the ability to report results up through your organization.

A Closer Look

Measure

Emissions metrics are based on carbon emissions per gallon calculations available from the World Resources Institute. Accurate measurement of your fleet's fuel consumption provides visibility into both fuel costs and vehicle emissions.

In order to establish a baseline of fuel cost and carbon emissions, it is necessary to gather detailed billing information such as cost and fuel purchase volume and understand the patterns of fuel consumption. When used together, the GE's fuel management program and Telematics solution can help you track this information accurately.

- Fuel management data can be used to establish important metrics such as average fuel cost per gallon and fuel cost and emissions per mile. These metrics will be used as a baseline to monitor ongoing performance.
- Telematics enables precise tracking and trending of the fuel consumption and carbon emissions from any vehicle type or model. Insights into fuel consumption from non-productive activities such as idling, speeding or unauthorized use of vehicles allows you to identify opportunities to lower fuel consumption and thereby lower emissions.
- Telematics also provides insight into the condition of the vehicle. The system will alert you in case a diagnostic trouble code is triggered in the vehicle. In certain instances, the problem may impact the emissions or the fuel consumption. Having knowledge of such events allows you to take corrective action resulting in improved fuel consumption and reduced emissions.

Once we understand our starting point when it comes to these cost and emissions metrics, we are ready to take the next step towards improvement.



A Closer Look Analyze

Once the cost and emissions baseline is established, it's time to look at alternatives for the future in terms of modifying vehicle selection and changing driver behavior.

Vehicle selection

- It is always important to optimize your fleet. Depending on how your vehicles are used, it may be possible to downsize equipment – examples of this might include: full size sedan to mid-size sedan, six-cylinder to four-cylinder, minivan to sedan, or medium-duty truck to light-duty truck.
- Volatile fuel prices and corporate environmental initiatives might also mean it's time to look into hybrid or other alternative fuel vehicles. Each option has pros and cons as well as availability considerations. We will work with you to sort them out and determine if the move towards alternative fuels is right for your fleet.

Driver behavior

- Moving away from aggressive driving such as excessive acceleration, speeding, idling and heavy braking will have a positive impact on fuel consumption and emissions per mile and per vehicle.
- Trip planning can help minimize the number of miles traveled, which will reduce cost and emissions per vehicle.
- Ensuring proper tire inflation and removing excess weight from the vehicle will reduce cost and emissions per mile and per vehicle.
- Minimizing premium fuel usage will reduce cost per gallon and per vehicle.
- Using lower cost fueling stations along your route may reduce cost per gallon and per vehicle, depending on local market conditions.
- With Telematics, GE can provide precise analysis on which vehicles and what percentage of the fuel is being consumed due to idling, high speeds, unauthorized use or inefficient routes. By modifying driver behavior through training and education, you can lower fuel consumption.

A Closer Look

Implement

Once a strategy has been determined to reduce fuel cost and emissions, it is important to act quickly. In the case of vehicle selection, the sooner the fleet transition begins, the sooner it will be complete. Even so, it may take several years to complete the transition.

In the case of driver training, habits can be hard to break, so it is important to provide consistent encouragement and frequent reinforcement to drivers to adopt the new fuel conservation strategy. Here again, Telematics can play a critical role as it provides visibility into the behavior on an on-going basis. We can help draft and execute driver communications and share best practices on how to motivate drivers to buy into this new strategy.

A Closer Look

Track

By regularly monitoring your fleet's performance and highlighting achievements and opportunities, your organization will gain visibility into your progress towards cost and environmental goals and will be better equipped to focus on and tackle any key outstanding issues.

Achieving cost and emissions reduction goals will require the concerted effort of fleet management and drivers, along with the support of corporate executives and the expertise of your fleet services' partner. Together, we can make a difference by lowering cost and emissions, which is good for everybody.



Summary

Reducing fuel cost and carbon emissions not only makes good business sense, but also fulfills the expectation of corporate environmental responsibility.

Here are two examples of how the consultative approach of GE's Environmental Performance solution ensures you are able to conduct your business as usual while reducing your fleet's impact on the environment.

- A pest control company based in Arizona deployed GE's Telematics solution in more than 400 of its service and sales vehicles. Reducing idle time with the air conditioning running saved the company approximately \$300 in fuel costs per vehicle per year, while also avoiding CO2 emissions.
- A large chemical company implemented GE's recommendation to downsize its six-cylinder vehicles to four-cylinder sedans. This resulted in a projected \$525 in annual fuel cost savings per vehicle, along with a 16% reduction in emissions.

Ecomagination is based on the philosophy that doing the right thing for the environment can also improve your bottom line. In most cases, proper vehicle selection and driver behavior modifications will fulfill both of these important goals, and position your fleet well for the future.

Take action now to lower fuel cost and emissions. Contact your account manager or strategic consultant to get started.

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