



Strategic Consulting

CASE STUDY

Strategic Consulting optimizes productivity, safety and sustainability

This construction tool manufacturer tasked Element Fleet Management with selecting optimal vehicles for each job function to maximize productivity, improve safety and decrease maintenance costs. In addition, the customer had specific fuel efficiency sustainability guidelines based on the European parent company's fleet.

Our Solution

Element conducted ride-alongs with company drivers in both the U.S. and Europe, which uncovered issues with ergonomics, limited visibility due to upfitting design, loading weight distribution, exceeding allowed weight of loads and excessive idling, all of which impacted safety, maintenance, depreciation and fuel economy. We conducted Total Cost of Ownership analyses to select the most cost effective and sustainable mix of vehicles. We recommended a two year replacement model and a change from mid-size pickup trucks to more cost effective and sustainable ½ ton pickup trucks as well as a new generation of fuel-efficient cargo vans, depending on the job application. We also designed a safer and more accessible upfitting system for new vehicles.

Impact

Appropriately selected and upfitted vehicles prevent overloading and multiple trips, reducing maintenance expenses, wear and tear-related depreciation and fuel inefficiencies. The redesigned upfitting and safety features have improved productivity and driver safety.



Enhanced **productivity** and **driver safety**, reduced maintenance/fuel costs

FLEET PROFILE

Industry
Manufacturing

Type
Service fleet
Centralized

Total fleet size
1,400

Services utilized

- Accident Solutions
- Fleet Partnership Solutions
- Fuel
- Maintenance
- Personal Usage & Expense Tracking
- Title, Licensing & Registration