

# FLEXI NEWS

ALL THAT GOES ON IN THE WORLD OF **REFLEX VEHICLE HIRE**



## Reflex Electric Drive

Our electric trial scheme is underway and many customers have benefited from testing out new technology

## New office features

Including a brand new valet bay and an increase of electric vehicle charging points, tripling our supply

## Reflex Vehicle Sales

Now offering multiple avenues to purchase a quality used vehicle from Reflex Vehicle Sales, including a live timed auction

# ONE MILLION GREEN MILES



Reflex Vehicle Hire is powering the green mile with its growing **zero-emission** and **low-emission** fleet.

Drivers have now passed the **one million-mile** mark in our green fleet, which includes **plug-in hybrids** and **electric cars** and **vans**, slashing on-road emissions, and helping to protect the environment.

Reflex Vehicle Hire has pioneered the introduction of electric vehicles on fleets, having run trials with several major companies to help them develop their zero-emission strategy.

With our help, businesses have been able to roll out environmental programmes with confidence that green technology is suitable for their specific needs, while also reducing CO2 emissions by **nearly 100 tonnes**.

Flexible rental provides a perfect platform for the large-scale introduction of EVs without long-term financial commitments should the business outlook change.

Our green commitment is part of Reflex Vehicle Hire's support for businesses as they respond to the government's **Road to Zero** strategy, which aims to abolish the sale of new petrol and diesel vehicles from 2030, with the sale of hybrids ending in 2035.

Lisa Spong, Reflex Vehicle Hire Sales Director, said: ***"We are supporting the first critical steps towards the decarbonisation of fleet transport and we are in ongoing discussions with our clients about their future needs. This includes using flexible hire to meet tight deadlines, for example where contract requirements or local authority restrictions specify moving away from internal combustion-engined vehicles before the government's ban comes into force."***



Green fleet drivers are also proving how robust new low-emission technology is, with some vehicles covering more than 70,000 miles without incident.





## ROAD TESTER PROFILE

Name: Charlie Atkins

Role: Business Development Manager

Likes: Road trips; pit stops for coffee and sausage rolls

Dislikes: Busy motorways; driving in the snow

## FACT FILE

Brand: Audi

Model: e-tron Sportback S Line 55 Quattro

Fuel: Electric (95kWh battery)

0-62 (secs): 5.7

Range (miles): 241

### Summary

The Audi e-tron offers a great combination of grace, space and pace in a zero-emission package. There were no drawbacks to driving electric, although I am doing less mileage than normal during lockdown. The height of the SUV package is perfect for young families, where there is a lot of lifting children and car seats in and out of the car, so you are not bending over all the time.

### Summary

If I could improve anything, it would be the digital wing mirrors. If I were specifying this car, I would opt for the standard ones that are tried and tested.

**Read the full Reflex Road Test on our website.**

To express your interest in our  
**Reflex Electric Drive Programme,**  
please contact [marketing@reflexvehiclehire.com](mailto:marketing@reflexvehiclehire.com)



Drivers are being urged to behave as they are always on camera as new figures reveal 89 dashcam videos are sent to police every day by motorists.

In total, 32,370 pieces of footage were received by 24 police forces that accept video evidence of driving offences from members of the public, a rise of 100% year-on-year. The analysis of 2019 data showed that one-in-four submissions resulted in a prosecution.

Police forces are adapting to the widespread use of dashcams by making it easy for drivers to submit footage of other motorists who they suspect of breaking the law, particularly when it comes to dangerous driving.

Other footage includes careless driving, driving too close to cyclists, running red traffic lights, overtaking on double white lines, ignoring 'no entry' signs and illegal use of a handheld mobile phone.

The trend puts the pressure on fleet managers to ensure that drivers are using company vehicles carefully and safely while out on the road.

Reflex Vehicle Hire provides a wealth of support through the **Drive with Reflex** modular risk management service, which includes vehicle tracking that can provide instant feedback on how vehicles are used, including incident alerts.

The service also includes dashcams that can be external or driver facing, which can be used as part of training in the event of incidents, or to protect drivers from spurious claims from other road users.

Lisa Spong, Sales Director of Reflex Vehicle Hire, said: *"The rising use of dashcams on the roads will put bad driving in the spotlight, but also emphasise the active role that company car and van drivers play in improving road safety. The fleet industry has been a pioneering force in risk management; most company vehicle drivers benefit from extensive training and support programmes that make them the safest on the road today."*



**BEV (battery electric vehicle):**

- Pure electric van or car
- No internal combustion engine; rely solely on batteries and electric motor
- Gear selection is like a traditional automatic; with Drive, Reverse, Neutral and Park
- Potential range varies, depending on model and price from around 100-300 miles
- Because of the size of the batteries, you need charging capability at home through a wall box, or access to a public fast charging network
- Cars recharge through their brakes, generating electricity as the car coasts or slows

**PHEV (plug-in-hybrid electric vehicle):**

- Internal combustion engine and electric motor, powered by batteries
- Power sources move the vehicle independently or work together, but the electric-only range is more limited than a BEV, as battery packs are smaller
- Can switch to electric-only mode, range typically varies from 25-50 miles, depending on model
- Plug in to charge batteries, so you have the experience of owning an electric car, with the security and familiarity of an internal combustion engine when needed
- With regular short journeys and frequent recharging, can return over 100mpg, because the internal combustion engine is rarely used
- On long journeys fuel economy can fall rapidly to around 40mpg

**HEV (hybrid electric vehicle):**

- Internal combustion engine and an electric motor powered by a small battery
- Power sources move the vehicle independently or together
- Self-charging hybrid, can only travel short distances on battery power alone (1-10 miles)
- Cannot be plugged in, so nearly all the energy in the battery is generated from the petrol or diesel engine, with small amounts of energy provided through the regenerative braking system
- Vehicle decides when best to operate under zero-emission mode as it tries to keep the battery topped up and reduce workload on the engine

**MHEV (mild-hybrid electric vehicle):**

- Petrol or diesel vehicle, which gets occasional assistance from a small electric motor to reduce engine load during acceleration or cruising
- Designed to provide a small improvement to fuel economy and is operated automatically by the car
- Cannot be plugged in or travel on battery power alone

**To see the full range of different vehicle technology, visit our website and read the in-depth guide to help your fleet.**



## ROAD TESTER PROFILE

Name: Eric Duguid

Role: Fleet Purchasing

Likes: Open roads

Dislikes: Unrealistic Fuel/Charge ranges

## FACT FILE

Brand: DS

Model: DS7 Crossback E-Tense Ultra  
Prestige PHEV

Fuel: Petrol/Electric

Power (PS): 300

0-62 (secs): 5.9

EV range (miles): 45

CO2 (g/km): 35

### Summary

The eTense model that was supplied by Citroen is very luxurious inside and out and a true pleasure to drive. Many people that I spoke to drew comparisons in style, shape and size to a Porsche Macan, whether the DS badge will ever carry the same prestige, I am not so sure.

Read the full Reflex Road Test on our website.

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There is a potential dilemma facing fleets as they start to acquire more electrified fleet vehicles and offer them on their choice lists for user-choosers.

The cause of the problem is the different usage patterns of drivers. The first driver covers local journeys and short commutes, which is ideal territory for a plug-in hybrid, which typically have an electric-only range of 20-40 miles. The second driver covers significant distances during journeys, often on the motorway, which quickly exhausts the battery and leaves the car operating on engine power alone.

Therefore, it is important for fleets to review their journey data, before embarking on electrification policies, to identify where zero-emission-capable vehicles are most suitable.

This driver-specific study emphasises the benefits of telematics, which can quickly deliver exhaustive levels of tracking data that can prove the case for an employee switching to plug-in vehicles or remaining in a petrol or diesel car.

Data can identify what proportion of journeys can be completed on electric power alone, providing an estimate of the potential fuel economy achieved from plug-in hybrids that offer differing levels of range.

This is a vital first step to maximising the benefits of plug-in vehicles, which must be followed by ensuring drivers are ready to change their driving patterns to keep vehicles charged.

In a recent study, a fleet reported that PHEVs were returning 37.2mpg on average because drivers were not charging them regularly.

In other tests by consumer research group **Which?**, a test of 22 PHEV models over 62 miles, well beyond their EV-only range, highlighted that fuel economy falls rapidly once engines are switched on.

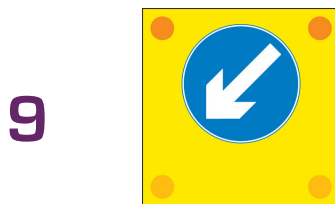
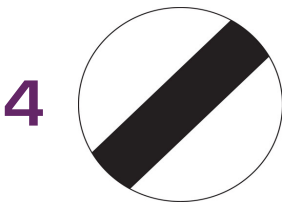
The average journey in the UK is just 25 miles, meaning that with regular plugging in, a PHEV can achieve more than 100mpg or higher.

Reflex has pioneered the use of telematics as part of **Drive with Reflex**, and can support fleets with data insights and best practice advice on both fuel options and technology.

Lisa Spong, Reflex Vehicle Hire Sales Director, said: *"We are working closely with our customers to support their transition to electric vehicles and ensure that they receive the maximum benefits by allocating the right vehicles to the most suitable role."*



Lockdown has meant less time on the roads for some. Test your knowledge with our code refresh below. Answers are at the end of FlexiNews **(no peaking!)**







## ROAD TESTER PROFILE

Name: Molly Loach  
Role: Key Account Manager  
Likes: 4x4s  
Dislikes: Tailgating drivers  
Dream car: Porsche Cayenne Coupe

## FACT FILE

Brand: Audi  
Model: A3 Sportback S line 40 TFSI e  
Fuel: Petrol/Electric  
Power (PS): 204  
0-62 (secs): 7.6  
EV range (miles): 37  
CO2 (g/km): 29  
Official fuel economy (mpg): 235.4

### Summary

Overall, I really enjoyed the feel of the car. The drive was sturdy and smooth, with an interior that was sleek and comfortable. I would like more exterior options for lower specification models, but apart from that I was very impressed.

Read the full Reflex Road Test on our website.

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Fleet road testers are working with Reflex Vehicle Hire to provide valuable feedback on the future development of electric vans.

The insights offered by fleets will deliver valuable advice on key areas for development following their real-world tests.

**Range, recharging** and **payload** are three of the most pressing issues that need to be addressed, according to Shaun Atton, the award-winning fleet manager of **Auto Windscreens**, who carried out a recent EV assessment.

The company currently operates a fleet of 359 vehicles, of which 310 are diesel vans.

For Shaun, diesel delivers when it comes to the flexibility and reliability needed to serve customers who want **Auto Windscreens** to come to them, rather than visit one of its network of nearly 70 locations.

His fleet vehicles cover several miles a day, carrying significant payloads, so range and space will be critical to any switch to zero-emission vehicles, which will further support the company's carbon neutral status.

Infrastructure will also be key, as drivers take vans home at the end of the day; company analysis has shown only two-thirds of drivers can recharge on a driveway.

Vehicles must also offer significant space and payload for screens and equipment, including a canopy to protect cars during windscreen replacement work.

Shaun has worked with Reflex Vehicle Hire on assessing a Mercedes-Benz eSprinter; including checking its load bay is large enough to take **Auto Windscreens'** standard equipment.

Its official WLTP range of 83 miles (96 miles if a 50mph speed limiter is installed) was also part of the review.

**Auto Windscreens** has made significant changes to its fleet operation in the past few years to improve compliance and safety standards, reduce maintenance costs and review suppliers.

**To read the full review and more on what Shaun had to say, head over to our website.**



# IN CAB CALM STICKERS ROLLED OUT

The first batch of **CALM**stickers have been welcomed into our newest fleet, with 1,500 of Reflex vehicles now supporting drivers whilst on the road.

The campaign is backed by **Highways England** and **Driving for Better Business** who want to alleviate the stigma and help the mental wellbeing of drivers who are statistically at high risk of mental health issues.



The scheme aims to give drivers the support and guidance, should they need someone to turn to in challenging times.

Reflex Vehicle Hire are committed to helping drivers wellbeing and ensuring that they are safe behind the wheel as part of the **Drive with Reflex** safety offering.

Fleet Managers can also sign up and benefit from the free driver packs online.





# BIKE FOR BRAKE



Vehicle Purchasing Manager Aaron Cawrey, set himself the gruelling target of cycling **300 miles** throughout the month of March to complete his Bike for Brake.

Aaron said: ***“As Reflex Vehicle Purchasing Manager, my job is to source the safest vehicles for our clients and staff. It only seemed poignant to get involved with the bike ride to raise money for Brake as one of our biggest charitable partners. It is a tough challenge, but one I am prepared to complete!”***

Reflex have worked with **Brake** for over 4 years and will continue to support them in their efforts to reducing road incidents and fatalities. Our vision aligns with **Brake** in that we do not want anyone behind a Reflex wheel to come to harm, which is why it is such an imperative partnership for us and one that we will continuously develop and sustain.



Although the challenge is over, Brake still need vital donations from generous patrons all year round. These contributions help to fund the outstanding work that they do in line with their mission to make roads a safer place for all.

You can donate through their website at [www.brake.org.uk/donate](http://www.brake.org.uk/donate)

**Thank you to everyone that has kindly donated. As of April 1st, Aaron has raised £1005, doubling his £500 target!**

The money that is raised will go towards helping **Brake** with their vital work in supporting road crash victims and campaigning for safe and healthy journeys for everyone.



## Topic 9: 'Understanding Diabetes' (COVID-19 & Beyond)



Hosted by:  
Colas & MMA

Reflex are part of **A.D.V.I.C.E (A Dedicated Voice for Inclusive Collaboration by Everyone)** which are a group that was founded with the aim to provide guidance for any workers in need.

The initiative comprises of various contractors and clients that come together to offer support.

**A.D.V.I.C.E** Group Topic 9 was 'Understanding Diabetes' (COVID-19 & Beyond).

Diabetes is a serious condition that you have for life. It means your blood glucose (sugar) level is too high.

The article focuses on how diabetes is caused, any signs and symptoms to look out for including a free risk assessment, complications that can arise and things you can do to live with the condition more easily.

All topics covered past and present are free to read on our website with some useful information and tips to help surrounding the issues.

Read the full article on our website  
[www.reflexvehiclehire.com](http://www.reflexvehiclehire.com)

# MENTAL HEALTH PLEDGE



In August 2020, Reflex Vehicle Hire signed their **Mind Time To Change Pledge**.

We held a meeting with the Mental Health committee members at Reflex, chaired by Charlie Atkins, Reflex's **Mental Health Ambassador**.

The Mental Health Champions spoke about what the pledge would entail and what this meant for all staff at Reflex.

Along with this, members have undergone intense mental health training about the sensitive subject.

Some of the ideas involve bringing all of our departments together through team building activities so that we can bring everyone together as one big Reflex family and boost staff morale.

We are all here to help each other and look out for one another and this pledge should spread that message throughout the business.

Signing the pledge represents the action that Reflex plan to take and what Reflex will do. We hope to raise awareness and help people speak up about the issues that they may have.

**Let's change the way we all think  
and act about mental health**



**proud to support  
time to change**

let's end mental health discrimination



# NEW WASH PAD FACILITY



Reflex welcomed a brand new wash pad at the head office, with state of the art machinery to get our vehicles looking squeaky clean before they arrive to customers.

Thousands of pounds was invested into the project to move the new wash pad facility with a new installed specialised waste water removal system.

The space also incorporates our heavy duty jet washing equipment, which allows for a speedy cleaning process.

All vehicles are put through an intense quality check before delivery to a customer. As part of this, all vehicles receive a top to toe wash.

On top of our rigorous cleaning regime, we have upped the ante with disinfecting the interior and exterior of all fleet vehicles, specifically focusing on major touch points such as door handles, steering wheels, gear stick, indicators, radio and dashboard controls.

You can rest assured your hire vehicles will arrive clean and safe, helping to keep your business on the road while looking smart and professional.

Thank you to **M&S Water Services** who efficiently installed the water supply for us and thank you to **Morclean** who installed the wash pad facility.





At the Reflex head office, we have seen an increase in demand for hybrid and electric vehicles.

We know that change is upon us, but how prepared is your fleet for the upcoming transition? The government's **Road to Zero** plans that are set out for the 2030/35 timescale mean that fleets must look at how they can adapt and electrify their vehicles.

As with our evergrowing **Reflex Electric Drive** programme, offering trials to customers enabling them to find vehicles that fulfil their needs, we ourselves are making some adaptations ready for the new legislation.

In regards to the changing circumstances, we have recently seen the installation of new electric charging hubs outside the head office.

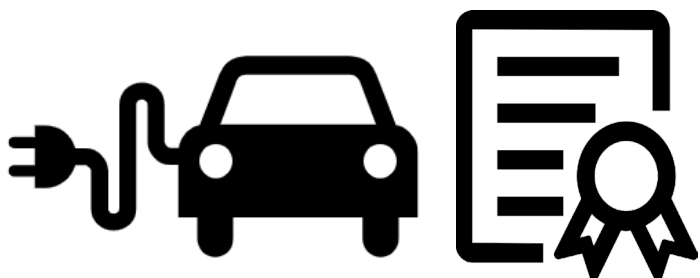
These new additions have now **tripled** our electric power supply, meaning adequate charging points for new electric and hybrid fleet vehicles, supporting vehicle trials and our own staff company cars which are all encouraged to be hybrid or fully electric.

Thank you to **Trusted Technology** for efficiently installing additional charging points.





Reflex are supporting workshop technicians to expand their knowledge and awareness on EV vehicles. The demand for electric and hybrid vehicles is increasing and Reflex are maximising their efforts, ensuring staff are able to support customers with technical issues or queries. As part of our on-going learning and development, Reflex are focusing on various teams throughout the business, allowing customers to feel supported when selecting the right EV vehicles to suit their requirements.



## Hybrid and Electric vehicle experience and qualifications at Reflex Vehicle Hire

### Jari Nordman - Workshop Manager


Hybrid Vehicle Training

### Martyn Merry - Workshop Supervisor

Electric Vehicle Safety Awareness and Operations

### Darren Keenagh - Mobile Vehicle Technician

IMI Level 2 Award in Electric/Hybrid Vehicle Routine Maintenance Activities

**Make An Enquiry**

Our newly featured website chat bot has been designed to improve user experience and support customers at the click of a finger. With our new support function, customers or new visitors can directly enquire about hiring a vehicle, purchasing a vehicle, request for a team member to call

them back, ask a generic questions or simply find out more information on our products and services.

Rachel captures those all important details to allow the team at Reflex to make the next step a smooth and easy process.

# COMING SOON...

*Other new features to the Reflex website include:*

## **CAREERS PAGE**

Be in the driving seat of your career and find out what exciting rental opportunities we have available.

## **BRANCH UPDATES**

Keep on top of announcements and information that is useful to know regarding Reflex. Be in the know and find out first here.

## **FAQs**

This page will answer any of your burning queries that we often receive. Find the answers to your pressing questions straight away.

## **VEHICLE SALES - PREINSPECTION & WARRANTY**

We want to ensure buyers feel confident with their new purchase. Visit our new pages to see exactly what you can expect when purchasing an ex hire fleet vehicle.



## NEW STAFF AND PROMOTIONS



**Mark Williams**  
**Head of Sales**

I started my career in sales around 12 years ago working for multiple businesses such as a HGV Body Repair company, DHL, and then entered rental at Northgate.

I started out as an Area Sales Executive, managing the smaller accounts before being promoted to a Business Development Manager in my first year. I spent a further 2 years in the role which entailed opening both new accounts whilst developing existing ones. Working here gave me a good understanding of the rental industry, and how its customers operated.

After leaving Northgate I was considering options in various different sectors until Lisa, Reflex Sales Director, got in touch with me through LinkedIn and I was offered the chance of an interview.

Since being at Reflex I have worked as a BDM, but also got involved looking at other areas of the business where I thought we may be able to make improvements. I then worked with the relevant managers to try and bring in new suppliers, processes, and training to help us improve.

## NEW STAFF AND PROMOTIONS

### Mark Williams Head of Sales

I then got offered a secondment role for 12 months working with Lisa, Steve and Andi to start developing the front end of the business with them in terms of processes and roles and responsibilities. This was a real learning curve for me as it was the first time I had truly got to know and understand the business operationally, and the support from Lisa, Steve and Andi helped me to get to where I am now. We did some great work to build some foundation in the Hire Desk, with the Drivers, Valeters, and Yard staff which Andi will continue to improve on.

However, I am not sure I will ever fully get away from operations as I believe it is good for us all to work closely together to help Reflex grow. I have now been appointed as Head of Sales. In this role I now manage the BDM's and Sales Support, and I am working closely with them to try and improve on our current position in the vehicle rental market. I deal with the forecasting for the business regarding sales and still work closely with our operations, fleet, finance, and telematics teams, to try and improve the customer experience from start to finish.

**My goal for this year is to ensure that Reflex customers always receive a high level of customer service, and to start to improve internal processes alongside the other senior managers so that Reflex can also continue to stand out from the rest of our competitors in the industry.**

**I would like to thank everyone for the support that has been given to me to get to where I am, and I look forward to working with everyone, both colleagues and customers moving forward.**



## NEW STAFF AND PROMOTIONS



**Dana Henry**  
**Purchase Ledger Supervisor**

**Andrew Couper**  
**Mobile Technician**



# SHOULD I BUY A USED DIESEL CAR?



It seems that demand for diesel has been exhausted in the new car market, with sales dropping each year, but it will remain a popular used car choice for many years to come. This is because the new and used car markets are very different.

Demand for most second-hand cars is driven by practical considerations. Will the car be reliable? Is it efficient? Are repair costs low?

For each of these questions, diesel cars typically have the edge. The robust, simple design of the engines means they can cope with higher mileages than petrol models, they deliver exceptional fuel economy and servicing is relatively straightforward and cost effective.

This means that in the long-term, demand is likely to outstrip supply for most used diesel vehicles.

Like any used car, it is important to review its history and make sure it has been looked after and properly serviced, which is why it pays to source vehicles from a trusted company that provides full service history.

A final consideration is the governments proposed ban on new petrol and diesel cars in 2030 and hybrids in 2035, but this is focused entirely on the new car market; a thriving used car market for petrol and diesel vehicles is likely to continue for decades because of the number of vehicles in use.





When looking for a used car or van, you want to ensure you buy a vehicle that can go the distance when it comes to your everyday needs.

As a result, alongside considerations such as specification, colour and condition, mileage is often used as a filter when finding the right model.

But this approach can deny buyers the chance to access thousands of quality used vehicles that offer everything except a low odometer reading.

There are two key reasons why high mileage motors should not be ignored.

Firstly, vehicles with high mileages are often some of the best cared for cars and vans on the road. They have typically received regular servicing with quality parts to reflect the amount of use they get and the value they are providing.

A high odometer reading may indicate a vehicle has spent most of its life on the motorway, where wear and tear tends to be minimal. In contrast, a low mileage car may have had lots of cold starts and town driving, which places more stress on components.

Secondly, a low odometer reading does not guarantee that a vehicle has covered fewer miles. A recent investigation revealed that there could be as many as 2.5 million cars and vans on Britain's roads with doctored mileage.

The answer is to select a used vehicle supplier where quality counts so that you can consider joining the high-mile club.

Modern cars are built to last, with a design life of around 150,000 miles in most cases, but if they are looked after, it is possible to cover more than double this.

Up to 12 weeks **FREE** warranty with **EVERY** purchase\*

- ✓ Live Auction
- ✓ Website
- ✓ Trade login
- ✓ Email stock

There are so many ways to easily buy a vehicle from Reflex Vehicle Sales, plus so many quality, used cars and vans at unmissable prices.

With added piece of mind included with our free 3 month warranty and our extensive 54 point pre-sale inspection, ask the team to help find your perfect vehicle at great value.

**T: 0330 460 9913 E: [vehicle.sales@reflexvehiclehire.com](mailto:vehicle.sales@reflexvehiclehire.com)**

## Live Auction Now OPEN

Our live vehicle auction platform is open to account holders, where you can view our best value for money vehicles and bid in real time to get a great deal.

Create Account



## Trade Stock

Create an account to view our latest stock deals or subscribe to our mailing list to receive weekly stock lists.

View Stock Deals



See our full range of quality, used vehicles for sale at [www.reflexvehiclehire.com/vehicle-sales](http://www.reflexvehiclehire.com/vehicle-sales)





### How many did you get right?

- |                                 |   |  |
|---------------------------------|---|--|
| 1. Mandatory speed limit        | 6. No stopping  | 11. No vehicles over this height           |
| 2. No motor vehicles            | 7. Level crossing barrier or gate                                   | 12. No waiting                             |
| 3. Side winds                   | 8. Minimum speed limit  | 13. Level crossing without barrier or gate |
| 4. National speed limit applies | 9. Slow moving or stationary works vehicle. Pass in direction shown | 14. T junction with priority               |
| 5. Two way traffic crosses road | 10. No overtaking   | 15. No vehicles over this width            |