

# FLEXI NEWS

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



## REFLEX AWARDS

### Annual Reflexion & Awards

Reflex held its first Audience with the Directors and Awards evening on Friday 2 December where staff success was celebrated

### Lloyds ESG Champions

Reflex were crowned ESG Champion of the Year at The Lloyds Bank British Business Excellence Awards!

### EV:IE eVito

Look out for the wrapped electric machine on the roads which sports livery of our own award-winning service EV:IE

# Reflexion

Internal Organisation News



Reflex held its first **Annual Reflexion and Awards** ceremony on Friday 2 December 2022.

Staff joined at the Radisson Blu, East Midlands Airport for the final Reflexion meeting of 2022. This concluded the monthly Reflexion meetings which are held with the aim of informing all employees on the position of the business and the plans moving forward.

Once Reflexion concluded, Reflex Awards commenced later in the evening. Guests joined for the glamorous ceremony to celebrate staff success across 2022 by highlighting teams and individuals for their hard work throughout the year and their dedication and commitment to Reflex's core values.

Winners and those Highly Commended were announced by the Directors, Senior Leaders and Management on the evening.

The judging was extremely tough due to the fantastic efforts from all employees. Through challenging times, staff have pushed forward and worked round obstacles to maintain a first-class service for customers and deliver exceptional results.

We want to thank AA, Kwik Fit, Complete Vehicle Accessories, Reflex Signs and Anthony James Insurance Brokers for sponsoring our first ever event.

We look forward to next years event, where we hope to welcome new faces to the Reflex team and celebrate more deserving winners.





THANK YOU TO OUR SPONSORS







THANK YOU TO OUR SPONSORS







THANK YOU TO OUR SPONSORS







THANK YOU TO OUR SPONSORS





## Departmental Awards

### Drive with Reflex & IT Shining Star

Denisa Lupoiu

### Driver Champion Shining Star

Luke Bartley

### Driver Shining Star

Sam Coles

### Driving Shining Star Runners Up

Andrew Cope & Cornel Stoica

### Finance Shining Star

Jit Mistry

### Fleet Administration Shining Star

Thomas Morley

### Fleet & Vehicle Sales Shining Star

Dipesh Patel

### Hiredesk Shining Star

Michelle Woolley

### Logistics Shining Star

Lisa Thornton

### Mobile Technician Shining Star

Tom Sheppard

### Sales & Marketing Shining Star

Sasha Stuart

### Service & Technical Services Shining Star

Jessie Place

### Workshop Shining Star

Istvan Baricz

### Valet Shining Star

Lilica Bucur

### Yard & Site Facilities Shining Star

Mihai Alexandru Butnaru

## Individual Awards

### Manager of the Year

Sarah Hughes

*Highly Commended - Kerrie Holland*

### Senior Leader of the Year

Aaron Cawrey

### Employees Employee

Nicusor Tecu

### Reflex Hero

Claire Thorpe

### Reflex Recognition

Kelly Crofts

### Reflex Recognition

Nik Malyon

### Profit Protection Champion

Beth Padgett-Sharp

*Highly Commended - Molly Loach*

### Winning at Wellbeing

Charlie Atkins

## Headline Awards

### Team of the Year

Service Reactive & Pro-active

### Employee of the Year

Istvan Baricz



# Award-winning Business Breakdown Cover



Track us right to your side



We'll handle everything



Keep your business moving

Visit **theAA.com/business**

Or call **0800 294 2994**



Ts&Cs apply.

Automobile Association Insurance Services Limited is an insurance intermediary authorised and regulated by the Financial Conduct Authority. Registered office: Fanum House, Basing View, Basingstoke, Hampshire RG21 4EA. England and Wales. Company registration number 2414212.



# DRIVE AWAY HAPPY WITH US

## OVER 600 KWIKFIT CENTRE LOCATIONS

- › Tyres, Servicing, MOT, Brakes and much more
- › Drive in or make an appoint for your routine maintenance requirements

## KWIK FIT MOBILE TYRE FITTING

- › Appointments 7 days a week
- › We come to you
- › 0800 425 262

## FLEET SUPPORT

- › On Site tyre inspections
- › Mobile Vehicle Health Checks

## CONTACT US

- › Driver Support – 0330 123 1537
- › Find your nearest centre
- › Make an appointment
- › Book Kwik Fit Mobile







WINNER  
2022

## Winner of The ESG Champion of the Year

# Reflex Vehicle Hire

THE LLOYDS BANK BRITISH BUSINESS EXCELLENCE AWARDS

Reflex were crowned **ESG Champion of the Year** at The Lloyds Bank British Business Excellence Awards!

This industry accolade is an incredible achievement for all the team. Reflex have worked hard to evolve a sustainable strategy by introducing ESG policies and processes that are measurable and achievable.

We are overwhelmed to have won such a reputable award and will continue to build on our approach going forward.

This is just the beginning of our ESG journey as a company!







Logistics UK, one of the leading business groups in Britain, presented Reflex Vehicle Hire with the **Using Technology for Good** award at its annual van awards.

Reflex Vehicle Hire has made two major investments in technology that are supporting the operation of safe and efficient fleets, with major enhancements to the Drive with Reflex modular risk management service, and the launch of **EV:IE**, the Electric Vehicle Information Exchange.

Following the win, Reflex is now shortlisted for the **Van Business of the Year** category at Logistics UK's Logistics Awards 2022, which will take place in London during December.





Reflex is committed to renewing and updating its training programme to reflect the changing needs of our customers. For example, a key area of development is electric vehicles.

We have rolled out an extensive EV awareness and maintenance training programme within the business to ensure our reputation for reliability continues once EVs arrive on fleets.

This includes our new EV driver training van, which is being used by our team of professional drivers to

develop their EV knowledge and experience, to ensure we can provide fully-detailed, quality customer handovers.

Look out for the wrapped electric machine on the roads which sports livery of our very own award-winning service EV:IE.

For help and guidance on transitioning your fleet to electric, chat with our friendly fleet experts and start your journey on the Road to Zero today.







Reflex Vehicle Hire have been recognised as a Fleet News Reader Recommended Rental company for 2023.

The recommended reader programme reveals suppliers that fleets most trust to deliver outstanding service, are the companies that treat their customers as true partners, deliver value for money through the duration of contracts, as well as going the extra mile to identify cost saving measures that result in better run operations.

**FleetNews**

This is a fantastic accomplishment for the Reflex team. We are honoured to have been nominated by clients to receive this title amongst other well-established and recognised industry suppliers.

We strive to work in partnership with businesses and our customer-first culture has played a significant part in our success, from delivering popular new services to securing long-term contracts with major fleet customers.

This helps Reflex to stand out as an exceptional fleet supplier that customers value and trust as a long-term partner.



The clean-air strategy, coupled with high fuel prices, has sparked fleet transition programmes nationwide.

Reflex is leading the charge to a new fuel future and, in the latest batch of deliveries, eight **Mercedes-Benz eVito** zero-emission vans were supplied to customers across the UK.

Fleets are able to make a rapid switch by using flexible hire, which gives companies access to zero-emission motoring without incurring the substantial costs of purchase, or the long-term commitment of leasing.

To ensure there are no hidden shocks for customers, Reflex is deploying **EV:IE (Electric Vehicle Information Exchange)**, the unique fleet evaluation service that provides detailed wholelife cost comparisons between fossil fuel fleets and their EV equivalents.

In addition, the **Reflex Renewable Drive** vehicle evaluation programme has enabled fleet managers to get behind the wheel of the latest electric cars and vans to inform their strategic decision-making.







# FUTURE DREAMS

FOR THOSE TOUCHED BY BREAST CANCER

Reflex Founder, Oliver Waring took part in the Royal Parks Half Marathon to raise money for **Future Dreams**, an organisation close to the family's heart.

Oliver undertook a gruelling training regime for the event which took place on 9th October!

Future Dreams fund support, awareness and research to support those touched by breast cancer.

Over 50,000 people are diagnosed with breast cancer in the UK every year, the equivalent of one person every 10 minutes according to Breast Cancer Care.

To date Future Dreams has raised over £5m pledging funds towards the charities three aims - support, awareness and research, focusing on secondary breast cancer.

Oliver managed to exceed his set target and raised a huge **£3,317** for the charity!





## INTEGRATED SYSTEM

ISO 9001 : 2015

ISO 14001 : 2015

ISO 45001 : 2018

REGISTERED

Reflex are proud to share that we have achieved three **ISO (International Organisation for Standardisation)** accreditations, which are internationally recognised standards that show the commitment and standards we as a business have demonstrated and comply with.

The accreditations are testament to everyone's hard work and commitment at Reflex and we will continuously strive to maintain and exceed these standards.

*The accreditations are as follows:*

**ISO 9001:2015 – Quality** – This shows that Reflex have demonstrated the ability to consistently provide products and services that meet customer and regulatory requirements.

**ISO 14001:2015 – Environment** – This show that Reflex have demonstrated the ability to show that they are improving on their environmental impact and looking for ways to reduce their environmental impact.

**ISO 45001:2018 – Occupational Health and Safety** – This shows that Reflex have demonstrated they are promoting and protecting employees physical and mental health along with putting steps in place to reduce occupational injuries and diseases.





As part of Reflex's Mind Time To Change Pledge, **Mental Health Ambassador** Charlie Atkins always has an activity or two up her sleeve.

Boosting staff morale and rewarding employees is top of Charlie's list when it comes to prioritising health and wellbeing so it made perfect sense for her to dress up as a bear and deliver chocolate Easter eggs complete with a bear hug!

Staff revelled in the opportunity for a free hug with Reflex's new furry friend and there were certainly smiles all round the office.





Reflex **Mental Health Ambassador**, Charlie Atkins organised for all staff to complete the Adult Mental Health Aware Half Day course with **Mental Health First Aid (MHFA) England**.

The course provides an introduction to mental health and the factors that can affect people's wellbeing.



MHFA England is a social enterprise with a vision to improve the mental health of the nation. Through their training, campaigning, and reinvesting, they equip people with the skills to support their own and others' wellbeing.

Like Reflex, they believe in zero stigma around mental health and want mental health to be openly discussed and supported.

Alongside this, Charlie will be expanding her team of Mental Health Champions once they have completed their yet-to-come mental health first aid course.







Our friendly suppliers over at **CVA (Complete Vehicle Accessories)** held an open day in June for their customers and suppliers to join them at their impressive new Head Office building.

Some of the Reflex team ventured out to have a tour of the new premises, which was accompanied by the generous hospitality of the CVA team.

The new space is three times the size, whilst the outside grounds boasts room for up to 30 vehicles.

The updated showroom is equipped with all their latest products such as their tested rock and roll bed, van racking, van locks, emergency lights and much more.

With over a decade of experience in commercial vehicle accessories and lining installation, CVA can make your van fit for work.



*making your VAN FIT for work...*



Drive with Reflex Administrator Don Fields took part in **The Falklands Forty Challenge**, in recognition of the Falklands 40th anniversary.

The fundraiser was in aid of the **Royal British Legion (RBLI)** who help veterans regain independence and create a positive life after service.

The charitable fundraiser challenges all participants to complete 40 miles within May, but how you do it is completely up to you.

You can do it alone or with friends as part of a group and the challenge can be completed in a day or gradually throughout the month.

Even your method is completely up to you. You can run, walk, cycle or swim - as long as you go the distance.

Many shared their journeys on social media amongst other individuals taking on the challenge. Groups and communities came together to cheer each other on.

Don managed to complete **89 miles** (over double the set target!) and raised nearly £80 which contributed to the end total of over **£80,000**.

Every penny raised will go towards supporting ex-service personnel.





The UK's largest built environment event took place at the beginning of May which Reflex attended at London ExCel.

Reflex offer bespoke vehicles to many construction company customers with tailored safety services ensuring the most stringent health and safety standards are upheld.

## FACILITIES SHOW

The world's most important facilities management event brings together the entire FM supply chain to share expertise and explore solutions for making the profession more sustainable and drive transformation.

Reflex were on hand to talk all things fleet at the three day event in May.



## FLEET SUMMIT

The two day event for the fleet sector took place in June where Reflex took part in intimate meetings with fleet decision makers.

Delegates spoke about their fleet requirements with suppliers and Reflex's latest service **EV:IE (Electric Vehicle Information Exchange)** came in handy with the many customers that were interested in electric vehicle transitioning.



**Kwik Fit**, one of Reflex's suppliers, kindly invited Managing Director Oliver Waring to join them on their charity golf day in May.



The weather was certainly on side as the sun shone down on Woburn Golf Course surrounded by the historical, picturesque Woburn Abbey.



The event fundraised money for **Prostate Cancer UK** and attendees generously donated in support.

Reflex pledged **£2,000** for the organisation alongside other automotive businesses with the current total standing at a remarkable **£43,000**.





# NEW EV CHARGE POINTS



Reflex Head Office welcomed 14 brand new **EV charge points** in June.

The efficient installation of the new 22kW chargers was carried out by ChargePoint.

With the addition of the new points, all staff parking spaces outside of reception have a plug-in option which coincides with our staff hybrid and electric vehicle policy.

Improving the site infrastructure comes just in time as we welcome more electric technology to the fleet, including the latest delivery of **Kia eNiro's** and **Mercedes-Benz eVito's**.

**chargepoint+**

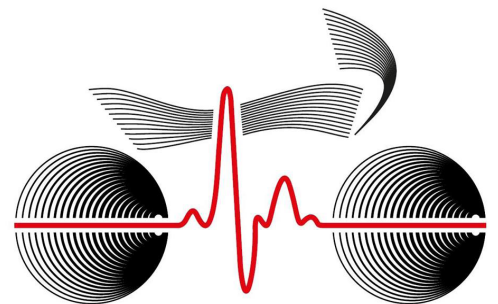
# A NIGHT WITH THE BLOOD BIKES



In May, Jonathan Bostock, Vice Chairman and Operations Manager of **Leicestershire & Rutland Blood Bikes**, took Reflex Marketing team, Danielle and Sasha on an evening run to deliver blood to the local Air Ambulance Service.

The team assisted with the evening shift, along with an organised tour of the Leicester Royal Infirmary Blood Bank and Pathology Lab to see what goes on behind the scenes.

The charity is run entirely by volunteers who work with hospitals providing transport in a timely manner. Alongside this they also support the local air ambulance by delivering blood to the trauma teams at any incidences.



LEICESTERSHIRE & RUTLAND  
**BLOOD BIKES**





## Promotions/Role changes

Nik Malyon  
**HSE & Facilities Manager**

Carina Webb  
**Field Service Controller**

Sasha Stuart  
**Senior Marketing Executive**

Lucy Whitaker  
**Reactive Maintenance Supervisor**

Kerrie Holland  
**Proactive Maintenance Manager**

Sarah Hughes  
**Head of Fleet Administration**

Priya Keshwala  
**Senior Sales Support/  
Account Manager**



## New staff

Cara Lindsay  
**Damage Assessor**

Alexandru Iclanzan  
**Driver**

Clarissa Patel  
**Sales & Marketing Executive**

Sam Coles  
**Driver**

Arjun Keshwala  
**Sales Support Assistant/  
Account Manager**

Dhavina Contractor  
**Reactive Maintenance Controller**

Dipesh Patel  
**Fleet Procurement Coordinator**

Rebecca Hanford  
**Hiredesk Co-ordinator**

Ellis Crowson  
**Reactive Maintenance Controller**

Hoi Shan Cheung  
**Hiredesk Co-ordinator**

Versa Laxman  
**Reactive Maintenance Controller**





## New staff

Mike Cooper  
**Reactive Maintenance Controller**

James Hamill  
**Parts Manager**

Bethany Parrish  
**Reactive Maintenance Controller**

Abdifatah Ibrahim  
**Driver**

Matthew Howden  
**Hiredesk Co-ordinator**

George Feraru-Stefan  
**Driver**

Morgan O'Donnell  
**Damage Process Chaser**

Mitchell Hodsell  
**Driver**

James Dwyer  
**Driver**

Dipa Sen  
**Purchase Ledger Assistant**

Callum Gibson  
**Head of Fleet Maintenance**

Ashley Dutton  
**Field Service Controller**

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)



Make the  
**switch** with...

# EV:IE





## Electric Vehicle Information Exchange


EV:IE supports fleets as they transition from internal combustion engines (ICE) vehicles, using data from a company's fleet and journey patterns (collected through telematics) to identify cars and vans that could transition to plug-in technology immediately, helping to create a longer-term transition plan.

EV:IE gives simple, actionable insights derived from a wealth of complex data that it can analyse. The unique vehicle evaluation tool provides a solid platform on which fleet managers can build their EV strategy.

Analysis using EV:IE focuses on three areas:

 **EV Range** – uses daily driving patterns to cross check against currently available plug-in vehicles that deliver the required range, even considering the impact of payload and equipment.

 **Recharging** – identifies daily charging requirements and provides valuable insights on optimum recharging time for managers.

 **Cost** – avoids 'greenflation' through a detailed cost comparison between ICE and EV, establishing a clear TCO (total cost of ownership). Includes variables such as the proportion of public/private charging, speed of the charging service and tariff being used.

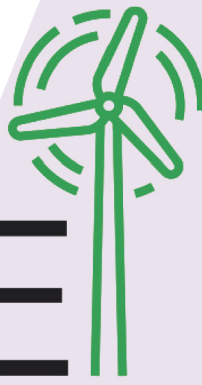
- Demonstrates CO2 reductions
- Identify suitable EV alternative
- Integrated with telemetry
- Build internal EV strategy
- Clear cost comparison
- Educates fleet operators

Book a consultation with our in-house EV experts and start the transition today  
[evie@reflexvehiclehire.com](mailto:evie@reflexvehiclehire.com)



# EV:IE

Electric Vehicle Information Exchange



Demonstrates  
CO<sub>2</sub> reductions



Identify suitable EV  
alternative



Integrated with  
telemetry



Build internal  
EV strategy



Clear cost  
comparison



Educates fleet  
operators

## Future-proof your business

Reflex Vehicle Hire have the tools and resources to assist you with your ongoing electrification strategy including everything from FAQs to driver and employer surveys. Let our in-house EV fleet experts guide you on the transition to zero emissions, whilst cutting costs and slashing your carbon footprint.

## Combat range, recharge and cost concerns

EV:IE uses daily driving patterns to cross-check against currently available plug-in vehicles that deliver the required range, considering the impact of payload and equipment. Our highly detailed analysis establishes a clear cost comparison between current models and potential replacements for the future of your electric fleet.

**Reflex can support you through this journey. EV:IE is a unique vehicle evaluation tool which offers an extensive analysis of your fleet data by our in-house EV experts.**







The **Reflex Renewable Drive** initiative puts fleets in the driving seat of the transition to electric vehicles.

A national shift to a **zero-carbon** economy will completely reshape the fleet industry in the next decade.

By 2030, an official ban on the sale of petrol and diesel cars will come into force, meaning thousands of companies will need to switch to a zero-emission strategy for their fleets.

In the public sector, the change will be even more rapid, with the government planning to make its 40,000-vehicle fleet zero emission by 2027.

Fleet managers will be the driving force of change as the UK switches to electric vehicles and in this new transport landscape, expert knowledge will prove vital.

Reflex Vehicle Hire is empowering managers with first-hand experience of plug-in vehicles through our Reflex Renewable Drive Programme to prepare them for future strategic changes.

It gets fleet managers behind the wheel of new electric cars and vans to give them essential exposure to a different driving experience, including recharging.

### Reflex Renewable Drive Programme

- Test drive programme for electric vehicles
- Vital fleet exposure to new technology
- First-hand driving experience for fleet managers
- Create a valuable feedback loop with OEMs and suppliers
- Expand experience of EV operations
- Obtain knowledge to brief business leaders
- Create an EV strategy based on practical understanding
- Build awareness of issues to support drivers through transition

Test drives allow managers to consider key issues including range, changes in driving style, recharging requirements, carrying capacity and towing capability.

We have already supported a range of fleets through the programme.

To request a road test as part of the Reflex Renewable Drive Programme, email [marketing@reflexvehiclehire.com](mailto:marketing@reflexvehiclehire.com)



# REFLEX RENEWABLE DRIVE PROGRAMME



Sustainable vehicles



Find the right fit



Make the switch

**Powering businesses across Britain by  
putting them in the driving seat to  
trial the latest vehicle technology**

\* Account holders only T&C's apply