

# FLEXI NEWS

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



## CALM Driver

Alongside Highways England and Driving for Better Business, Reflex are supporting the CALM Driver campaign

## Reflex Road Tests

We welcome many new vehicles to the fleet to put them to the test and give our thoughts

## Partnerships

More on the work we do with some of our brilliant customers and how our fleet services assist their businesses



**Morson Group** director Graham Timbers undertook a gruelling charity cycle ride to raise awareness of **Pulmonary Hypertension**, a critical illness that led to him needing life-saving surgery.

During his life-saving operation, which left him technically dead for a period, all his blood was drained so surgeons could remove clots from his lungs, which had left him unable to walk even short distances.

Within weeks of the operation in December, keen cyclist Graham was back on his bike and planning a two-wheeled adventure to support his recovery.

For the next few months, a rigorous training regime built up his cycling stamina to the required level of around 100 miles a day, before he started the nine-day challenge in September with two friends, Paul Butler and Richard Mills.

Reflex Vehicle Hire provided a support vehicle for the ride, which raised money for the **Pulmonary Hypertension Association UK**.

The gruelling ride has so far raised nearly **£11,000**, with donations still being made, but his attention is now turning to future potential challenges.

# NO NEED TO SPEED

ROAD SAFETY WEEK 

16-22 November 2020

**Road Safety Week**, the UK's biggest annual road safety event, took place on November 16-22 with a focus on reducing speeding.

The event, coordinated by road safety charity **Brake**, aims to inspire thousands of businesses, schools, and communities to take action on road safety and promote life-saving messages during the week and beyond.

It also provides a focal point for professionals working in road safety to boost awareness and engagement in their work.

Around the world, someone is killed on a road every 24 seconds, with 1.3 million dying every year; road incidents are the leading cause of death for young people aged five to 29.

Brake's vision is a world where everyone moves in a safe and healthy way. It works to reduce road deaths and injuries, while also supporting people bereaved or seriously injured in road crashes.

The event, funded by the **Department for Transport**, has been running since 1997 to raise awareness about road safety.



1974 was a landmark year in automotive history as the original **Volkswagen Golf** was revealed as a replacement for its wartime predecessor, the Beetle.

The updated model is a major step forward for VW as it embraces the digital revolution, adopting concepts familiar to smartphone users with a reworked interior awash with touch-screen technology that does away with most physical buttons and dials.

The driver gets a screen instead of an instrument cluster, which can be controlled from the steering wheel to bring up a wealth of data to personalise the driving experience.

Our **1.5 eTSI 150PS petrol mild hybrid** delivered an impressive performance through its dual-clutch DSG gearbox, delivering rapid automated gearchanges without any loss of power or fuel economy.

With seven-speeds to choose from, it can dispatch 0-60mph in around eight seconds.

We achieved 50mpg during mixed driving, which is close to the claimed 54.3mpg, while CO2 emissions are competitive at 118g/km thanks to a mild hybrid system that can shut off the engine for short periods to save fuel, or help the engine during acceleration.

Read the full review on our website.



Contract logistics specialist **Global Service Group (GSG)** has vehicles at the heart of its operations. Efficiency, reliability and safety are essential elements when reviewing options for the fleet, so it provided the perfect candidate to test a key contender in the electric commercial vehicle market – the **Mercedes-Benz eVito**.

The eVito favours payload ahead of range. Its 41kWh batteries recharge in a maximum of six hours using a standard wall charger and can carry around 900kg depending on configuration, delivering a predicted 93 miles range.

*“The accuracy of the predicted range was impressive.”* Nathan said.

The eVito comes with a three-year unlimited mileage vehicle warranty,

with the battery covered for eight years and 100,000km. Mercedes indicates the battery should retain at least 70% of its capacity after eight years.

As an automatic, the gear selector is mounted on the steering column, while Mercedes-Benz traits remain, such as the floor-mounted parking brake.

On the road, the battery weight keeps the van level around corners and it provides enough power when pulling away from lights to keep up with urban traffic.

Nathan added: *“It performed just like a diesel really, with the benefit of a much quieter ride.”*

Read the full review on our website.



Reflex Vehicle Hire has pledged its support to the **CALM Driver** campaign, which has been launched to support van and truck drivers suffering from poor mental health.

Experts warn that van and truck drivers of all ages are at greater risk of having mental health issues amid stresses such as unpredictable journey times, traffic congestion, tight deadlines, a high workload, and lack of social interaction.

Reflex Vehicle Hire is supporting **Highways England, Driving for Better Business** and mental health charity **Campaign Against Living Miserably (CALM)** by distributing special vehicle packs containing guidance for drivers.

Reflex fleet vehicles will also be equipped with stickers that provide details of a telephone helpline and website that drivers can use. The website also has a live chat service.

The initiative was launched after research by the **Office for National Statistics** revealed that the suicide rate for van drivers is 25% higher than the national average and 20% higher for truck drivers.

Sales Director, Lisa Spong said: *"We hope to break the stigma surrounding mental health and adopting this initiative within our vehicles is one step closer to making that change."*



Reflex Vehicle Hire has supported a major online event to share best practice advice with fleet operators.

### Virtual Fleet & Mobility Live

provided a digital hub for networking and learning across three days in November.

In addition to online stands, there were 24 seminars looking at every aspect of fleet management, with guidance on strategic planning and day-to-day operations.

Reflex Vehicle Hire participated in a seminar on **Running a Safe Fleet**, with expert commentary from Shaun Atton, Group Fleet Manager of **Auto Windscreens**.

Aaron Cawrey, **Vehicle Purchasing Manager** for Reflex Vehicle Hire, took part in the session, where fleets were briefed on the ongoing Reflex commitment to safety first vehicle provision, including our investment in the newest, safest vehicles and introduction of market-leading technology as part of our **Drive with Reflex** modular road safety service.

Baroness Vere, Parliamentary Under-Secretary of State in the **Department for Transport** said: *"The fleet industry continues to be the beating heart of the UK economy, driving productivity and remaining at the leading edge of our decarbonisation and mobility agendas."*



Reflex Vehicle Hire has celebrated the best fleet safety initiatives at the annual **UK Fleet Champions Awards**, organised by road safety charity **Brake**.

The awards recognise organisations and individuals for their contribution to improving the safety of at-work drivers.

The winners were announced during a virtual awards ceremony that took place during **Road Safety Week**, the UK's biggest road safety event, coordinated annually by Brake.

The awards are held as part of Brake's Global Fleet Champions campaign, a worldwide partnership to prevent crashes and reduce pollution caused by vehicles used for work purposes.

Ross Moorlock, **Chief Operating Officer** at Brake, said: *"In what has been a difficult year for everybody it was great to bring so many from the industry together at the awards ceremony and to celebrate the successes from over the last year. A huge congratulations to all of our winners."*

Reflex Vehicle Hire supports the awards as part of our wide-ranging commitment to road safety, which includes extensive investment in the safest vehicles and the introduction of our award-winning **Drive with Reflex** modular road risk management service.

You can view the full shortlist, winners and highly commended online.





Travelling during the winter presents additional, yet unavoidable challenges. But amongst the hustle and bustle, it is vital to keep a check on your vehicle and ensure it is safe to drive before each journey. We have outlined an important checklist to assist in avoiding an unpredictable breakdown, or even worse, an incident.

Winter tyres can help when driving long distances in adverse weather conditions.

Carrying equipment such as a phone charger, shovel, blanket or torch could become essential in case of a sudden incident.

Checking your windscreen wipers are not broken or worn is vital at all times to keep your view clear.

Keeping fluids such as oil, windscreen wash and brake fluid is important to ensure your car performs as efficiently as possible.

Check your brakes often to ensure your stopping distance is not compromised.

Make sure all lights are in good working order, including fog lamps.

**For more advice, you can read our full, detailed blog on our website at [www.reflexvehiclehire.com](http://www.reflexvehiclehire.com).**



**London**  
Stock Exchange Group

# 1000

COMPANIES TO INSPIRE  
**BRITAIN** 2020

Reflex Vehicle Hire has been identified as one of **London Stock Exchange Group's '1000 Companies to Inspire Britain' 2020**. The report recognises the UK's fastest-growing and most dynamic small and medium sized businesses (SMEs), highlighting the regional and sector diversity of the UK's SMEs and the entrepreneurial spirit shown by these companies.

To be featured in the report, businesses had to demonstrate strong revenue growth over the last three years and outperform their sector peers, creating a unique list of the UK's most innovative SMEs.

Further details on the 1000 Companies to Inspire Britain report and methodology can be found online at [www.1000companies.com](http://www.1000companies.com).

Reflex Vehicle Hire have been working alongside its customers helping them to keep moving during the Coronavirus pandemic. Staff have worked incredibly hard ensuring a smooth operation as demand increases, whilst maintaining their award-winning first class service levels. Reflex aim to continue their support to customers without compromising on safety and service as a second wave of lockdown in the UK comes into force.

## Topic 7: 'Winter Blues & Mental Health'



Hosted by:  
**Dyer & Butler  
and Ganymede**

**Sales Director**, Lisa Spong and **Business Development Manager**, Charlie Atkins join **A.D.V.I.C.E Group**.

This comes after Reflex Vehicle Hire made the **Time to Change** pledge with Mind, mental health charity.

The scheme is made up of a wealth of companies who come together to share advice and information on different topics in order to spread awareness about any difficulties people may be experiencing.

Some past topics were surrounding **Winter Blues & Mental Health**, with the latest one featuring **Relationships** with additional COVID-19 support.

The full topic offering will now be featured on the Reflex Vehicle Hire website, alongside our customer Ganymede who also publish the posts.

We hope that this readily available and accessible information can be of use to some of our customers or even staff and suppliers, should they need help or guidance without having to speak to someone directly.

You can view the previous topics under our News section on our website.

Let's change the way we think and act about mental health at work and eradicate the stigma.



The fourth-generation **Skoda Octavia** is an award-winning package. Auto Express named it **Compact Family Car of the Year** and **Estate Car of the Year**, while also presenting the new model with the coveted **Car of the Year Award**.

We tested the Octavia Hatch in SE L First Edition trim with a two-litre diesel engine and six speed manual gearbox.

You get more for less, as it beats Volkswagen offerings on space and practicality, while costing less than the Volkswagen Golf or Audi A3.

It is a masterclass in design, with copious amounts of room both front and back, while the boot feels like it's in a class of its own.

There is a more upmarket feel to the new model, with plenty of soft-touch plastics and padded trim, along with very comfortable seats.

A large central infotainment touchscreen provides access to most functions, backed by a row of quick access buttons for heating and driver assistance.

Our 2.0-litre model showcased the continuing strength of diesel for high mileage drivers, returning 62mpg during real-world testing.

With an 11-gallon fuel tank, this gives a potential range of nearly 700 miles on a single fill-up, a world apart from the range of plug-in vehicles.

**Read the full review on our website.**



**GSG** is a contract distribution specialist trusted by national and global brands, as well as the public sector, due to the dedication it places on delivering value through close partnerships with its customers.

Its clients include NHS Trusts, police authorities, national utilities and global brands, with contracts to transport a wealth of goods ranging from flowers to medical samples, including shipments related to COVID-19.

For **Managing Director and co-founder Rob Berringer**, the same standards must apply when choosing suppliers to support its

growth, which led to it choosing Reflex Vehicle Hire as a core provider of flexible rental.

He said: *"We build long-term relationships and offer a very personalised service to clients, so we want to see similar high standards from our suppliers. We found Reflex Vehicle Hire and they have been superb."*

*"They are small enough to care, but big enough to cope. They are straightforward, decent people that are visible in the business and accessible when you need them. Some rental providers just treat you as a number in a machine, where*



*you are passed around call centres and staff who do not know you. With Reflex, it is a personal relationship that we really value.”*

GSG currently operates around 100 vans from Reflex Vehicle Hire and as well as high levels of customer service, he also benefits from the **Drive with Reflex** modular risk management system.

He uses telematics and dash camera technology to protect drivers and support training programmes.

The business uses the data from the **FlexicamPlus** combined tracking and camera system every day and since

introducing front-facing camera, incident frequency has dropped 17%.

Rob said: *“We have remote access to data so we can go through incidents with the driver, which emphasises our commitment to safety, but also increases levels of engagement during discussions.”*

The system has also driven valuable initiatives that have enabled small changes in driver behaviour that make a significant difference to safety.

Reflex made the perfect fleet partner as the pandemic saw demand for their services soar.



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 eliminate any alienation between departments and bring everyone together as one big Reflex family.

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 we 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



The **Kia Ceed** plug-in hybrid (PHEV) provides a stylish and practical alternative to the current trend of SUVs arriving on dealer forecourts. When it comes to plug-in vehicles, Kia is building a great reputation as one of the best in the business.

The Ceed SW's 1.6-litre, 104bhp engine works well with the 8.9kWh battery to offer a respectable 0-60mph time of 10.5 seconds, delivered via a six-speed automatic dual-clutch transmission. There is plenty of power when needed, but the real benefit of 'plug and play' technology is the enhanced fuel economy.

The interior tries to strike a balance between meeting the needs of everyday life and providing a few luxuries.

Cargo space is key in an estate and with the seats down, there is over 1,500 litres on offer. Most passengers will find plenty of room too, although if you slide the front seats right back, rear passenger legroom can be squeezed.

There is a large and easy to use touchscreen interface, which feels slightly less futuristic than some rivals.

It has a pure electric range of around 30 miles, which is more than enough for most commutes and in the right circumstances, could return more than 100mpg. We achieved 52mpg during our 150-mile test but felt there was much more to come with mixed use.

**Read the full review on our website.**





Busy in the background, Reflex Vehicle Sales have been working hard on producing a live auction feature to accompany the back-end Trade part of the website.

The new feature will allow traders to register for their log-in credentials which will gain access to the full list of available stock at the time.

In the background, the vehicles will be listed for individuals to bid on the vans and cars of their choice. This is complete with a countdown timer, meaning highest bidder takes away the vehicle once the clock hits zero.

Currently, traders can express interest in current stock listed for sale on the Reflex Vehicle Hire website, but the new service will enable live bids on a selection of deflected cars and vans.

Traders use their account to access the latest weekly sale; once bidding has closed, vehicles will be available for collection or they can be delivered using sterile procedures that are Covid-safe.

Martin Tyers, **Head of Fleet** at Reflex Vehicle Hire, said: *“The new Reflex Trade Auction provides great value deals that are available at the click of a button, with no additional commission or auction fees.”*



On Friday 11th December, the Reflex office family got into the full Christmas spirit and collectively wore their Christmas jumpers for annual **Christmas Jumper Day**.

Whilst it helped spread morale in the office and build Christmas cheer, we raised money for **Save the Children UK**. Meaning staff's spirits were high and a great cause was helped in the process.

On Friday 4th December, we also held **Elf Day** in support of the **Alzheimer's Society** and raised money through our dedicated staff Just Giving page.

Both causes were brilliant to get involved with, meaning we could raise awareness and fundraise for some brilliant charities, whilst simultaneously spreading some what has been a challenging year.

## NEWS



**Martin Matthews - Credit Control**  
welcomed his baby girl Shanaya on  
30.11.20.

## NEW STAFF AND PROMOTIONS



**Chris Ellix - Mobile Technician**

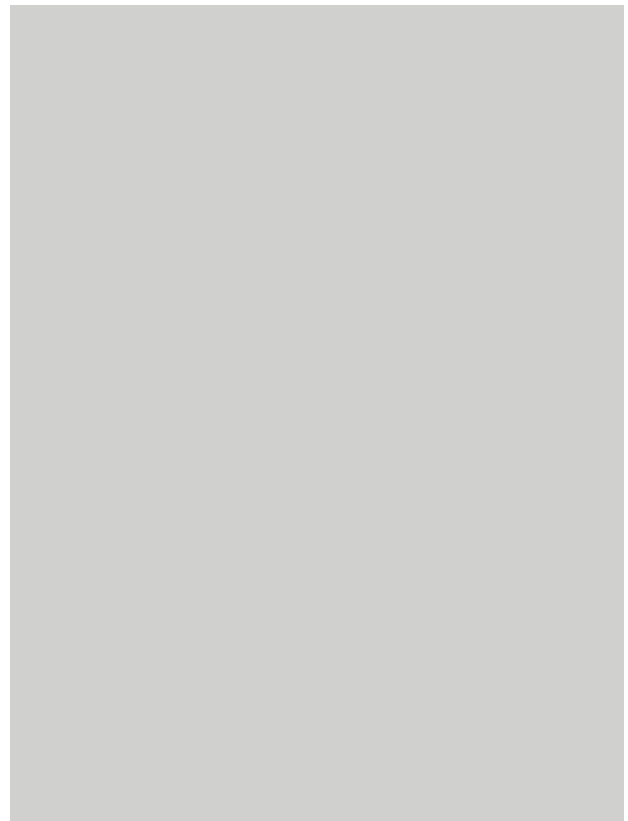


**Matthew Brear - Mobile Technician**

## NEW STAFF AND PROMOTIONS



**Steven Green - Technical Service Advisor**



**Jitendra Mistry - Credit Control Temp    Trina Ladwa - Purchase Ledger Temp**

## NEW STAFF AND PROMOTIONS



**Graham Holyland - Managing Director**

Graham joined the team at Reflex in May 2020 as a Finance Director, being appointed Managing Director in November.

His background includes being a Chartered Management Accountant with 20 years' experience in the hire sector. He has been involved in various senior management roles at Coats Viyella PLC, Lex Service PLC and RAC PLC.

He was also previously Finance Director and latterly CEO of The Specialist Hire Group.

Graham's last position before joining

Reflex Vehicle Hire was with MPK Garages Limited, who are funded by Business Growth Fund who currently invest in Reflex.

His main responsibilities in his current position is management of the Senior Leadership Team; relationship management of the bank & funders of the business; relationship management of the investors and the Board of Directors; and overall financial management of the company.

The team are happy to have Graham on board and wish him all the best in his new role.



### **Happy New Year from The Reflex Team!**

We hope all of our clients and suppliers had a brilliant festive period.

We know this year, things were slightly different but we hope you still made the most of the occasion and if anything, had a nice, well deserved break.

Reflex Vehicle Hire are still here to help you and are open for business as usual with extra measures in place to ensure the safety of our staff and customers.

Please speak to a member of the team should you require any assistance.

We are hopeful that this year, circumstances will get better and we can return to some form of normality very soon.

Until then, we are with you every step of the way to assist your business and all your fleet requirements at our one stop shop.

**SAFETY AS STANDARD**