

FLEXI NEWS

ISSUE 2
2023

GIFT A TREE

On World Environment Day Reflex announced its partnership with Gift a Tree.

REFLEX DRIVES GROWTH

Reflex acquire Hireway Vehicle Rental expanding across the UK with sites in Haydock, Manchester and Wishaw, Scotland.

TESTING THE EUROPEAN CHARGING NETWORK

Find out how our Head of IT found a 1,500 mile round trip to Europe in a Tesla Model Y swapping a petrol pump for a plug for the very first time.

Reflex Drives Growth via Acquisition of Hireway Vehicle Rental

The £20 million deal strengthens Reflex Vehicle Hire's presence in the industry as it continues to set the standard for investment in customer service and innovation. Reflex Vehicle Hire has enhanced its reputation as the first choice for business customers nationwide with the **acquisition of Hireway Vehicle Rental**.

The purchase will **add nearly 900 vehicles to the Reflex Vehicle Hire Fleet** and see Hireway Vehicle Rental trade under the Reflex brand name.

The deal also adds two new hire locations in Greater Manchester and Glasgow, enhancing Reflex's national presence. Hireway Vehicle Rental staff will also join the expanded business.



"Expansion is part of our five-year strategy and we are delighted to have achieved part of our goal a year ahead of schedule. The chance to integrate Hireway Vehicle Rental into the Reflex family was a great opportunity as the two businesses are closely aligned, with a history of family ownership and a dedication to providing the highest levels of service to customers."

"This acquisition unlocks growth in a market where new vehicle supply has been scarce, and it will cement our reputation as the first-choice provider for business customers nationwide as we continue to disrupt the dominant suppliers in the industry."

- Founder & Chairman, Oliver Waring

The expansion will **increase the Reflex fleet to approaching 6,000** commercial vehicles and cars, with customers ranging from major national rail and utility providers through to local small businesses.

Since Reflex launched in 2012, it has been recognised with dozens of industry awards for customer service, innovation and its commitment to 'safety first vehicle hire'.

Last year, **Reflex launched the biggest fleet investment in its history** to develop the Drive with Reflex modular risk management service, adding new artificial intelligence capabilities to automatically identify on-road risks, such as hand-held mobile phone use.

Reflex also emphasised its commitment to sustainability with pioneering support for businesses that switch to electric vehicles, which secured Reflex the title of ESG Champion of the Year at last year's British Business Excellence Awards.



"Over the past decade, we have worked in partnership with a wealth of fleet customers to develop the essential services and innovations that keep British businesses moving."

"This acquisition ensures Hireway Vehicle Rental customers will continue to receive the exceptional service they value, while gaining access to industry-leading technology, increased vehicle choice and exciting, customer-focused innovation, which will provide critical support to fleets over the coming years."

- Sales Director & Co-Owner Lisa Spong



Welcome to Team Reflex



Team Reflex would like to take the time to welcome onboard the new members that join our dynamic workforce from Hireway.

Team Reflex bring a diverse range of skills, perspectives, and experiences, which collectively form our foundation of innovation and growth.

The team's dedication, creativity, and commitment fuel the achievement of our organisational goals and propel the company forward. People not only contribute to the day to day operations but also shape the company culture, values, and reputation.

With the acquisition, our reach will extend even further, as a result of our expanded network of rental locations across the country. The convenience of having a reliable rental provider with a broad reach is invaluable for businesses, as it ensures that the right vehicle is always within reach.

The combined resources of Reflex and Hireway will enable the development and implementation of sustainable initiatives. From expanding electric and hybrid vehicle options to implementing ecofriendly operational practices, this acquisition can drive positive change for our company's sustainability efforts.

The experienced talent that joins the team carry fresh perspectives and ideas that will not only benefit Reflex and its customers, but drive advancements in the rental industry.

We are delighted to welcome on board the Hireway staff to Team Reflex. By combining the strengths of both companies, we will be able to offer enhanced services, innovative solutions, and a deeper understanding of customer needs.

The people that make us a team are the essential building blocks upon which we build our foundation for success and future growth.

Welcome to our Manchester Team

Action Can Building, Dixon Close, Haydock, WA11 9SL
01925 418 281



Wayne Reece
Operations Director



Chris Gilligan
Operations Manager



Stuart Clegg
Business Development Manager



Craig Reece
Head Driver/Valeter



Mark Gregg
Maintenance Controller

Welcome to our Scotland Team

Unit D2, North Caldeen Road, Coatbridge, Scotland, ML5 4EF
01698 682598



Derek McCaig
Maintenance Manager



David MacNaughton
Driver/Valeter



Head of IT,
Andre Pardal



Testing a Tesla with the European Charging Network

Driving a car through Europe has been a holiday highlight for millions of families over decades, but that was in the ICE-age. What happens to these long-haul holidays when you switch to an EV? Can you even take an EV to Europe? How do you charge? Can you take electric cars on the Channel Tunnel?

To answer these questions and more, my family took the new Tesla Model Y for a 1,500-mile round-trip to Europe.

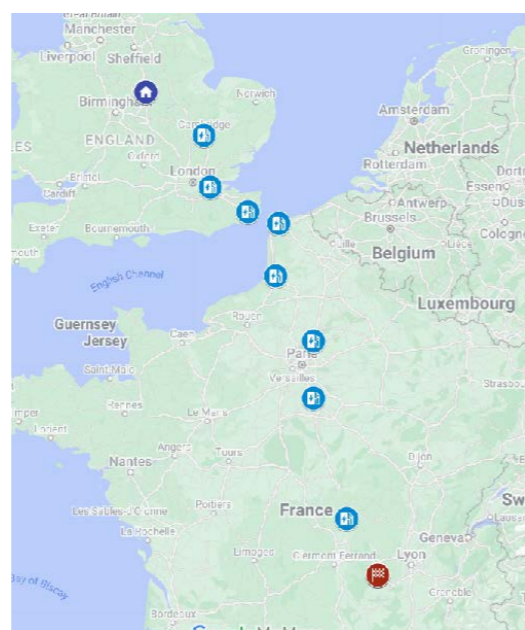
I have driven a fossil-fuel car across Europe before, once passing through France, Belgium, Germany, Austria, Italy, Spain and Portugal in a single trip.

As this was our first time swapping the petrol pump for a plug, we stuck to the roads of France, but the trip still provided valuable lessons about taking an EV abroad.

0 miles: A New Beginning

Before we set off on our first family holiday in an electric car, I fully charged the battery and spent time planning my charging stops. On my own, I may have been a bit more relaxed as I have done lots of European road trips before, but with my wife and three children

aged 2, 13 and 17 along for the journey, I wanted to ensure the trip was problem-free. Luckily Tesla has a fantastic charging network. They also have a planning tool, which shows recommended charging stops on your journey. My plan was to charge to 100% each time to give me maximum range and the fewest stops.



Journey & Charging Stop Map
My 1,500 Mile EV Odyssey
Andre Pardal - Google My Maps

130 miles: Quick Charging Stop

After an uneventful start to our emission-free journey, we followed the Tesla's guidance to recharge our battery at a Supercharger close to Dartford's Bluewater Shopping Centre. This 15-minute stop was enough to get us to the Channel Tunnel with plenty of energy to spare. As we were using the rapid charging network, energy costs were higher than home charging. On average, the cost per mile for charging was close to an equivalent petrol or diesel. The journey was completed before Tesla announced a Europe-wide cut of around 25% in charging rates on its Supercharger network.

190 miles: Preparing for France

We plugged in at a conveniently located Supercharger near the Channel Tunnel, while waiting for our train. This topped the battery up to 100%, ensuring we reached France with a full charge. While the car made suggestions for charging, I wanted to ensure we always had enough battery for me to feel comfortable. Ideally, I didn't want the battery going below 20% before we reached the next charger.

287 miles: Our First French Charge

If I hadn't charged in the UK, I would have arrived at the charger near Sully-Flibeacourt with just 15% battery. Instead, I had plenty to spare for our first charge on French soil. This was in preparation for driving around Paris, which proved to be the longest and scariest leg. At one stage, the car was estimating we would have 9% battery left when we reached our next charger. Luckily, the predicted remaining charge crept back up to 14%, so we continued.

450 miles: Rest and Recharge

Regular stops are a feature of life when you travel with young families. Our fourth stop near Ury took us away from the main road and down what we feared was a farm track, until a Novotel appeared ahead, complete with a Tesla supercharger. We combined charging with some lunch and said hello to some local farm animals, which our two-year-old loved. We barely noticed the time passing before our battery was replenished.

630 miles: Thinking Ahead

We could have reached our destination of Montbrison without charging, but as there were no Superchargers near the town, we wanted as much energy as possible for trips during our stay.

750 miles: Destination Discovery

Our stay in the hills of Montbrison meant our first foray into the non-Tesla charging network, as climbing to our gite used 7% of our battery (although the Tesla's regenerative braking system recouped 2% on the way down). The search for a charger meant downloading lots of apps. I now have 15 on my phone, but found Chargemap was the one I liked the most for European travel. However, I just couldn't get my first choice of charger to work, as it wouldn't release the plug. Eventually I discovered a different one, which was tucked away in a municipal car park. It provided slow charging, so I combined plugging in with lunch. It became my go-to charger during our stay.

870 miles: Homeward Bound

For the first part of our return journey, we visited the chargers we had used on the way down, which meant we knew what to expect. The first stop near Toulon-sur-Allier was a quick and simple experience.

1,045 miles: Preparation for Paris

This was our pre-Paris stop, so we wanted to ensure the car had enough energy in reserve to cope with a change of plan. It was lucky we did because the traffic around Paris was a bit of a nightmare, with stop-start traffic eating into our remaining range, so we had to look for alternative routes. That meant I stopped at a different charger to the one we had planned, which took us to Senlis.

1,120 miles: A Change of Plan

After lengthy delays and stop start traffic, we were glad to reach our alternative charger at Senlis, so we could stop and unwind. We then had plenty of charge to get us back to the Channel Tunnel, where we planned to top up again.

1,270 miles: Farewell to France

Our final charge on French soil ensured we could hit the road quickly when we reached the UK, I intended to ignore the car's advice to charge again at Dartford and instead push on to Milton Keynes. However, I hadn't reckoned on late night engineering works closing the M25. This required another change of plan, which took me on a completely different route past Cambridge.

1,417 miles: The Final Push

With the final leg of my journey ahead, I wanted to get home quickly, so I just charged to 80% at Cambridge Park and Ride. We had been driving all day and it was past midnight, so my focus now was on getting home.

1,500 miles: Home Again

After an exciting return journey that tested our ability to adapt, we were home at last. Despite the charging stops, our journey only took about an hour longer than the same trip in a diesel or petrol car.

So, should you take an EV to Europe?

From my experience with the Tesla, the answer is a definite yes. **The confidence inspiring range and extensive recharging network mean international travel just isn't a worry**, even when you need to change your plans as we did. Like me, you may stop more frequently than necessary just to be on the safe side, but I found rapid charging doesn't add too much time to long-distance journeys where you typically need to take a break anyway.

However, if you are in a different brand of electric car, without its own dedicated charging network, then it may take a bit more planning, based on your vehicle's range and the journey you want to take.

I am now planning my next trip to Europe. A more ambitious journey taking us across France, Spain and Portugal. With a little planning, I expect it to go just as smoothly.

Fact File

Car:
Tesla Model Y Standard Range
Range:
267 miles (WLTP)
Driver:
Head of IT, Andre Pardal
Journey:
Loughborough UK, to Montbrison France
Distance:
1,500 miles return
Charging Stops:
12
Energy Used:
375kWh
Fuel Efficiency:
4 miles/kWh
Energy Cost:
£225
Average Energy Cost/Mile:
15p



Montbrison



Tesla Supercharger, Ury

every
woman
in TRANSPORT
& LOGISTICS AWARDS

2023 The Tech Innovator
Award Finalist
Lisa Spong



In June, members of Team Reflex nominated Sales Director & Co-Owner, Lisa Spong for the everywoman in Transport & Logistics awards.

Lisa Spong was shortlisted for a prestigious 'everywoman in Transport and Logistics Award', based on her role in leading technological innovation for fleets.

She was a finalist in the 2023 Tech Innovator category of the awards, which celebrate the vital contribution women make to transport and logistics.

Women account for just 20% of the 1.7 million people working in transport and logistics, but research indicates that diverse teams unlock innovation and drive growth.

The everywoman in Transport & Logistics Awards aim to shift perceptions and create role models to inspire future female talent.

Lisa has driven technological leadership at Reflex for more than a decade, helping to redefine the role of fleet rental providers in delivering transport solutions.

Since its launch in 2012, **Reflex Vehicle Hire has grown from a start-up to a £50m turnover business with more than 5,000 vehicles nationwide and over 150 team members**, with a reputation for high levels of customer service, introducing technological innovation and a 'safety as standard' approach to vehicle provision.

Lisa has worked with customers to drive innovation, including launching the award-winning modular safety service Drive with Reflex, which embeds technology-enabled risk management at the heart of vehicle hire.

Most recently, Reflex announced the biggest

technology investment in its history, with the entire van hire fleet being upgraded with new systems that embed artificial intelligence capabilities.

Among the benefits is proactive monitoring of risks on the road that might normally be hidden, such as hand-held mobile phone use or failing to wear a seatbelt.

Since joining the business from its launch, Lisa has become a co-owner and works to promote equality and diversity across the fleet sector.

She has also been a mentor to women in the business to guide their growth and ensure they have equal opportunities to access positions of responsibility, promotion and the training required to succeed.

"Diversity and equality are the cornerstones of a successful business and they have helped drive Reflex Vehicle Hire to record growth and profits over the past decade. I am delighted to be named alongside an inspiring array of women as a finalist in the everywoman in Transport & Logistics Awards. Together we can continue to drive change and inspire a new generation to consider careers in this exciting and vital industry."

- Sales Director & Co-Owner, Lisa Spong



Team Reflex at the Londoner celebrating the remarkable talent of the industry.

An Interview with our Field Service Controllers

1. Your role is pretty new to the Reflex business, can you describe what your main responsibilities are?

C: We liaise with the Mobile Technicians, this includes booking in work, keeping the diaries up to date and ensuring there's records of any services they do and that the information from them is kept up to date and put onto our system.

A: We make sure to check over the information that's given and that the service sheets are correct and filled out accordingly. Its important that we check we've stored all the necessary data and also to check if there's anything we need to action outside of that and make sure any additional work that could possibly need to go to a workshop is raised with the Reactive Team to make sure that is also completed.

2. How do you work as a team when your staff members are based all across the UK?

A: We have regular phone calls, via teams or normal call but also keeping them up-to-date with emails.

C: Every day even if we've got no reason to speak to a Technician we'll do a welfare call, this is just to check in and see if they're alright, and how their day is going. Normally it's just a general chat for 10 minutes but it helps to keep us connected to the team and maintains their communications with Reflex HQ.

3. How do you manage your tasks at HQ?

C: We split our work into administrative tasks and booking so that it flows better. For example one week Ashley will focus on doing the admin jobs which consist of service updates that entails taking every job each Technician has done and putting that data into the system.

There's 10 technicians and they can complete between 3-5 jobs a day so this can be a very time consuming task. We also cross check invoices for any work completed.

A: A part of what I do is to create jobs. Somebody could send a technician a job and we need to make sure it's put on their run and that there's definitely a job to do because at the end everything needs to tie together when you look at invoices, orders etc. As the role is still new and we are always developing so tasks can change, or we could be given additional responsibilities, it's a fluid role at the minute.

C: We have really developed our ability to be adaptable. Becoming responsible for 10 people when taking on a whole new role meant we very quickly had to establish patterns and best practices of working. We are always learning how to better ourselves and our jobs and its always changing.

4. How do you manage risk and keep the Mobile Technicians safe?

A: This is where our welfare calls are important to generally check in with them but also we make sure that they are going to safe locations, with enough space and we are only putting our staff in safe situations as Reflex operate on Safety as Standard.

C: We have the utmost confidence and trust in our team as they are professional technicians, because of this we will always support their judgement on the safety of a situation and so sometimes this may lead to us having to look at alternative options such as sending a vehicle to a safer place. They have the skills to make the most informed decisions after analysing the safety of a situation. Their working process involves a series of checks before starting any of their jobs, however



Carina Webb



Ashley Dutton

if anything comes up that they are unsure of they can call us in-house where we can talk through it with them.

5. How do you prioritise jobs when managing the technician's diaries?

A: MOT's come first, and then we try and build in services around it. Whilst doing this we try and accommodate reactive jobs as much as possible but you have to take into consideration several factors which could potentially result in having to rearrange the whole diary if its advantageous to do so.

C: We also have to consider if its economically viable, if we have a technician in an area where there's a breakdown it may be worth rearranging the day in order to fit that in due to reducing the amount of travel time, but only if it also works out logistically and within the teams working hours. Its important to consider multiple aspects but ultimately our team takes priority.



Brand Marketing Manager, Sasha Stuart



10 Lessons I Learnt Switching to an EV

As a first-time electric vehicle driver, there have been lots of surprising lessons since taking delivery of my new company car, a Kia Niro EV.

Overall, I love the driving experience and there are some great financial benefits that are very well-known, such as the reduced benefit-in-kind tax rate of 2%, compared to around 25% for an equivalent petrol or diesel car

But there has also been lots to learn, especially when it comes to the changes required to adapt to a plug-in lifestyle.

For example, I am quite a spontaneous person and like to be impulsive, but when it comes to driving an electric car, journeys that were once random must now be planned to avoid running out of power.

Here's what I've learnt in my first few months:

1 Where you live makes a big difference to your experience

I live in a terraced house and I don't have a driveway. That means I either use public chargers or I plug-in at work. If there was a way of charging at home, such as from on-street chargers, I think it would alleviate some of the issues I have faced when it comes to plugging in. The Office for Zero Emission Vehicles (OZEV) is spending millions to help local authorities fit on-street chargers this year for drivers who do not have access to off-street parking, which should help.

2 I have become obsessed with range and recharging

My mindset has totally changed along with my driving style. As a new EV driver, I tend to get anxious if my range drops below 80 miles, whereas in a petrol or diesel I would wait until the low fuel light came on. This may change with time. My cautious approach isn't helped by the fact my car's maximum range always seems to be 40 miles less than the official figure. The Electric Vehicle Database provides a useful guide to WLTP range for EVs. You can look at some really useful metrics here like the cheapest EVs, the most efficient and the models with the longest range.

3 Planning ahead becomes much more important for longer journeys

I am finding I have to really pre-plan my journeys. For example, I have a weekend away planned that will include Manchester and Newcastle, so I need to think about how I will fit in charging around my activities. This includes picking the best and cheapest locations, as well as deciding what time I will charge to make sure I reach my destinations promptly, as I have tickets booked for an event. ZapMap has proved a great tool when planning journeys. I downloaded the app on my smartphone and it's been my saving grace since upgrading to a full electric. I never plan my longer journeys without it now.

4 Electric vehicles are everywhere and that can mean a shortage of public chargers

When I visited my local retail park, the electric chargers were all full. I had to wait 10 minutes for someone to leave. By the time I plugged in, there were two other cars in the queue. I noticed that some Tesla drivers were using the public bays, even though there were Tesla Superchargers available, which was frustrating, as I don't have an adapter to use the Tesla network yet. At busy times, such as Christmas and holidays, there are already reports of big queues forming. With the implementation of more charge points, I hope that this can get better in the future. Queues stretching for hours show what it's really like owning a Tesla at Christmas



5 Basic design flaws can make charging points less useful

On my first long drive, covering 220 miles in two days, I needed to charge. When I pulled in, I discovered there were five chargers, but only two parking spaces for them. This clearly hadn't been thought through. Again, there were multiple people waiting to use the chargers and with the spaces either side occupied, it meant only 2 vehicles could charge at a time whilst I was there.



6 Broken and faulty chargers are more common than I expected

On one journey, I had to try four chargers to find one that would work with my car, which took around 15 minutes. The woman next to me also had an electric company car and she had the same issue; in the end she left without being able to plug in. However, once it worked, I was able to add 150 miles in 45 minutes. An investigation by Channel 4's Dispatches found that more than 5% of public EV chargers were broken or inoperative. I think factors such as this enhance electric car users' range anxiety, especially if you experience this often with the public network.

7 Speeds vary at fast public chargers and they can be expensive

Fast public chargers don't always provide the maximum advertised speed, even though you pay a premium for it. They slow down as the battery fills and sometimes don't hit their highest speed at all. You rarely get the kWh the charger says. My local fast charger offers 50kWh maximum, but I have never seen it achieve more than 40kWh. This can be frustrating when you are paying 65p per kWh, which makes it more expensive than petrol or diesel per mile.

8 Always have a coat and umbrella handy – many charging bays don't have canopies

While petrol stations have canopies, most electric charging points are open to the elements, so be prepared, especially if you are going to a meeting and don't want to get soaked. You may not be able to quickly plug in and hop back in your car. I also recommend gloves for wiping away snow and moving dirty or wet charging cables, which can be quite heavy.

9 It is taking time to get used to how long it takes to charge my car's battery
Even with fast-charging, I am stationary for much longer than when I used to fill up with petrol or diesel. Admittedly I am saving lots of money in tax, but it still really bothers me, especially if I am in a hurry.

10 The 'fuel' savings really add up compared to petrol or diesel if you charge efficiently
If you are able to charge at home and at the office, then the savings on petrol and diesel can really add up. It barely costs me anything to 'fill-up' if I avoid public chargers. If I have to visit a public charger, I try to pick one with the most competitive pricing, as it can vary between free (at some venues) to nearly 70p/kWh.

Overall, I am glad I made the switch to an electric company car. I am just starting my journey with electric vehicles, so there is still lots to learn. **Despite some challenges, the change was worth it.** There are some sacrifices, but this is more than outweighed by the benefits, especially when I look at my company car tax bill.

Fact File

Car:
Kia e-Niro Electric Estate 2020

Range:
282 miles (WLTP)

Driver:
Brand Marketing Manager, Sasha Stuart

Furthest Journey To-Date:
Loughborough, UK - Liverpool, UK

Distance:
210 miles (including return)

Charging Stops:
1

Estimated Journey Cost:
£20 (7kw Chargepoint Charger)



Broken EV charger



Reflex Partners with Gift a Tree

On World Environment Day, Reflex announced a partnership with Gift a Tree, a non-profit organisation dedicated to reforestation and environmental conservation. This collaboration is driven by our shared commitment to creating a sustainable future and preserving our precious natural resources. By joining forces with Gift a Tree, we aim to make a significant impact on our environment, not only for today but for generations to come.

We pledge to plant a tree on behalf of all Reflex customers and employees before the end of 2023. By planting trees in their names we are providing them with a tangible representation of our shared commitment towards environmental sustainability. Together, we are growing a greener future and leaving a positive legacy for generations to come.

After having joined Gift a Tree, **500 fruit trees were ordered on behalf of Reflex** to be planted on the charity's site in Tanzania. The boost this has to the local economy and habitat is immeasurable giving locals access and control over their own food supply.

Gift a Tree not only focuses on tree planting but also prioritises environmental education and awareness. Through their initiatives, they engage communities, schools and individuals, spreading knowledge about the importance of environmental conservation. By partnering with Gift a Tree, we can contribute to these educational efforts and empower people with the information and tools needed to make sustainable choices.

Team Reflex would like to say a huge thank you to the team at Gift a Tree for all the work and we are excited to be part of the team going forward.



An Interview with our Head of Rental

Andi Lee

In 2023, Reflex added 5 new members to the Senior Leadership Team. This quarter we sat with our Head of Rental Andi Lee who has been with Reflex for 6 years.

1. Can you walk us through your roles and responsibilities at Reflex?

I look after a lot of the Operations Department, this includes; HireDesk, Logistics, Drivers, Yard and Valet. My main responsibility is to oversee those parts of the business to ensure we deliver the best customer service we can through the products and services that we offer within Reflex. Whilst making sure that vehicles and customer service are to a standard that we'd expect for our customers.

2. What are the most important skills you've picked up along your career that help you in your current role?

One of my most important skills is problem solving along with multi-tasking. Being able to do this allows me to support all of my teams in the best way I can particularly when I need to move things around and make last minute changes to ensure that all the customer needs are met.

3. Can you describe the key responsibilities of your role and why they are a vital

contribution to Reflex's safety commitment?

The role I have puts me at the front of the business so its key for me to drive Reflex's safety commitment where we put safety as standard. The safety of Reflex, its employees and the drivers of our vehicles is at the forefront of what we do. I always want to ensure that we are operating in the safest way possible whether that's re-analysing legal requirements and making changes or training and leading my managers to filter that down to their teams to.

4. Can you share an example of a challenging situation you faced as head of rental and how you successfully resolved it?

The biggest challenge at the moment is cost saving, tasked to us in the SLT. For me, this means bringing in the best ways to reduce costs. This can be through analysing our vehicles, our fuel usage and consumption, and the way we deliver and run our own fleet. A recent success story has involved making sure that the runs are created in the most efficient

ways, so we use the correct fuel stations where we are offered discounted prices. Pulling together all the smaller elements of cost saving has resulted in me leading with the biggest cost saving overall.

5. As a newly appointed member of the Senior Leadership Team what do you hope to bring to the team?

I'm always looking for ways of trying to help Reflex and better the business. I have some projects that will hopefully add to the rest of the teams' growing ideas. I want to ensure that I thoroughly maximise my job role so I'm entrusted with bigger and more important decisions. Which in turn will allow me to support the Directors and fellow colleagues in the team.

6. If you could give any advice on how to manage a team what would it be and why?

The most important thing for any manager to learn is how to communicate with people.



Everybody is different, their wants and needs are different. I manage a range of people who respond to different management styles, so it is important to take time and listen to your team, process what they've said and then take a breath before giving advice. Sometimes people just need reassurance so I like to ensure any feedback I give is constructive.

7. How do you hope to develop yourself as you embed yourself into the SLT?

Recently I have been in Scotland supporting the project up-north with some new and original members of the Senior Leadership Team. Alongside this I want to progress in my own areas, particularly by developing my organisational skills, setting targets and commitments for myself not just my team. I also look forward to embedding myself with the rest of the team as I'm new I know that I can learn from them as they have some really strong skills that I look forward to observing. Overall, I'm looking forward to be part of such a strong team that will move Reflex forward.

8. With the business heading towards a more sustainable future what goals and objectives do you hope to help Reflex achieve?

A hot topic at the moment is fuel. I have an electric vehicle and get my teams to promote EV's wherever we can. There are the natural struggles of the network but as a business



Andi Lee, part of the team exhibiting at the National Highways and Driving for Better Business Commercial Vehicle Safety on the Strategic Road Network event at the National Space Centre.

we are going the right way in terms of sustainability especially with everything our HSE & Facilities Manager and Head of Marketing are working on. For me its key to change attitudes towards driving an EV. The training from John Burdekin, has changed a lot of our drivers' outlooks to EV's and the positivity of the team now is great because they have a correct understanding. For example we recently did a delivery to Scotland in an e-Vito. Despite the team having to stop 2/3 times they no longer see it as a negative. We are looking into options for the electric versions of fuel cards so there's a lot of things in the background I'll be looking into to keep moving towards a sustainable future and working with

the rest of SLT to see if I can support in any other areas.

9. Where do you hope to be in 5 years?

My journey at Reflex started as being the HireDesk Manager to now being the Head of Rental. I want to get to a place where I know all of the business and can be a point of call/support to those who need it. Learning is definitely going to be key for me in the next 5 years so that I can get to grips with every aspect of Operations making myself as diverse as possible across the workforce. In order to get to this stage Reflex have trusted me enough with higher positions and always supported me so in the next 5 years its important for me to give back.

Reflex Named Double Finalist at Two Industry Awards

Lloyds British Business Excellence Awards 2023

We are thrilled to announce the recent nomination as a finalist in two esteemed categories at the highly anticipated British Business Excellence Awards. **Team Reflex has been recognised for its exceptional performance and achievements in The Employer of the Year Award and The JetBlue Business Enabler of the Year Award categories.**

The British Business Excellence Awards are renowned for celebrating excellence, innovation, and business growth across various industries. This year, the complete list of finalists has been unveiled on the official British Business Excellence Awards website here, showcasing a line-up of exceptional companies vying for the top honours.

The awards ceremony is scheduled to take place on Tuesday, 14th November 2023, at the prestigious Grosvenor House Hotel in London, promising a night of celebration and recognition whilst bringing together industry leaders and visionaries from all corners of the business world.



UK Fleet Champion Awards

Team Reflex have also been **shortlisted in the 'Safe Vehicles' category.** We're proud of our commitment to ensuring the safety of our fleet and drivers. Safety has always been our top priority, and this recognition reaffirms our dedication to maintaining the highest standards on the road.

On top of this, **we are also a finalist for the 'Fleet Safety Product Award'.** Our innovative safety solutions have made a significant impact on reducing risks and promoting responsible driving.

None of this would be possible without our amazing team, who constantly strive for excellence and put safety first in everything we do. Thank you to all the judges who have nominated us for a chance to win these incredible awards and thank you to Team Reflex who have helped us get there.

Winners will be announced on Tuesday 10th October at the New Dock Hall, Royal Armouries, Leeds.



Reflex Supports Amalga on its EV Journey

Airport logistics specialist Amalga is accelerating towards a zero-emission future following an extensive fleet analysis through Reflex's ground-breaking EV:IE tool.

Amalga, provides services and support to airports, including Heathrow, Gatwick, Stansted, and Luton, have harnessed the power of the award-winning EV:IE service to identify and select the first EV that will revolutionise its dynamic fleet operations.

EV:IE (Electric Vehicle Information Exchange) offers a suite of data-rich insights and guidance designed to propel fleets from the realm of internal combustion-engined (ICE) vehicles to appropriate zero-emission alternatives.

Amalga's introduction of a new Peugeot e-Partner marks the beginning of their electrifying adventure towards sustainability following a consultation with the EV:IE team, who provided insights into areas including vehicle performance, suitability and, importantly, lead times. The adoption of electric vehicles is helping Amalga's 2026 Net Zero goal in support of Heathrow's 2.0 Sustainability Strategy.

"The team were really helpful and focused on our business. They talked us through the options and we discussed how to account for extended manufacturer lead times in our planning and ordering process."

- Amalga Operations Manager, James Walker

The new van is being put straight to use moving tools and materials between sites as part of Amalga's extensive range of airport services, which include procurement, security screening, airside deliveries, cleaning, stock control, installs, and maintenance.

Amalga, a gold member of the Fleet Operator Recognition Scheme (FORS), operates a fleet of nine vehicles, including six vans. It is reviewing switching the remainder of the diesel fleet to hydrotreated vegetable oil (HVO) as a cleaner alternative to fossil fuels, ahead of an eventual switch to electric.

"Every fleet in the country needs to prepare for the transition to electric energy over the coming decade as part of the government's Road to Zero strategy. It is important to plan ahead for the switch away from fossil fuels to ensure companies source the right vehicles and maintain a focus on cost efficiency and compliance. Through our EV:IE service, we are helping businesses throughout the country to prepare for change and successfully adapt to an electric future."

- Sales Director & Co-Owner, Lisa Spang

The government intends to outlaw the sale of new petrol or diesel cars and vans starting in 2030. However, for many companies transition is likely to be a lengthy process as they source fit-for-purpose vehicles and embed new working practices. This means they need to start the process early and work with expert partners who can offer the relevant guidance and expertise required for a successful switch.

Senior Leadership Team

Half Year Review

In the fast-paced and ever-evolving landscape of modern business, the pursuit of personal and professional growth remains a constant theme. Our Senior Leadership team embarked on additional FranklinCovey training for which this year's theme was Leader Implementation - Coaching Your Team to Higher Performance.

FranklinCovey is a learning platform that offers businesses a comprehensive range of innovative tools and solutions designed to enhance organisational effectiveness, leadership development and overall performance. Teams are guided through a variety of activities using the module materials

which provide a foundation for strong leadership skills, teamwork and improving communication. Alongside this, the 7 Habits focus on individuals creating a framework for self-reflection and personal growth.

Each of the 7 Habits (see below) serves as a guide to help individuals become proactive, focused, and capable of achieving meaningful results in both personal and professional spheres. Through this transformative approach, individuals are encouraged to take responsibility for their actions, identify their values and priorities, and align their daily choices with their long-term goals.

What are the 7 Habits?

Habit 1: Be Proactive

Are you taking responsibility for your own life? Can you focus on areas of life that lie within your circle of influence?

Habit 2: Begin with the End in Mind

Can you reconnect with your individual passion and purpose?

Habit 3: Put First Things First

Can you prioritise tasks that are the most meaningful to you and ensure they are accounted for in your week?

Habit 4: Think Win-Win

Can you find a solution in which everyone wins?

Habit 5: Seek First to Understand, Then to Be Understood

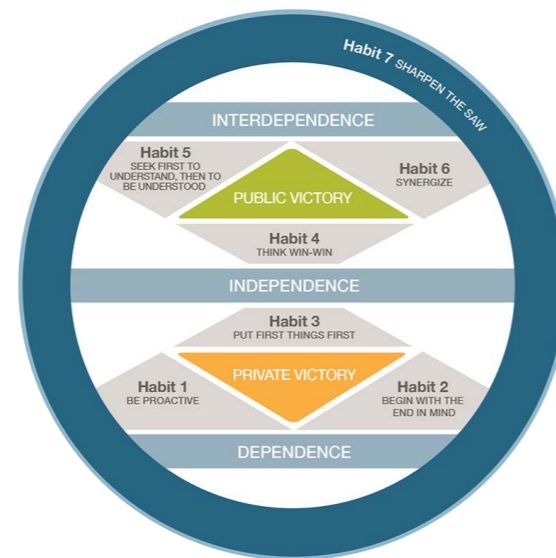
Are you a good listener?

Habit 6: Synergize

Do you value people differences to achieve collaboration?

Habit 7: Sharpen the Saw

Are you preserving the greatest asset you have, which is yourself?



"The 7 Habits training is important for the whole team as it provides a standardised foundation to our approach and helps gel the team with a shared understanding.

The training has enabled us to come together share our views and move forward."

- Operations Director, Martin Tyers



Team Building

Dragons Lair Hosted by OffLimits

In addition to this our Senior Leaders stepped into the 'Lair' where they faced a stimulated environment where innovation and communication were essential for survival. Similar to the hit TV show Dragons Den the SLT were tasked to create an ingenious invention and pitch it to a panel of acting judges in the hopes of winning the biggest cheque.

However, this activity came with rules, Directors were not allowed to be the Team Leader of the group, all ideas and pitches were to be completed in 3 hours including having to create a 'prototype', a marketing plan, and a budgeting forecast.

Each team were given a sum of money which they could only use at the Stokes & Sons shop which was stocked with goods ranging from cable ties to swimming inflatables and teams had to use their creative thinking to turn this into something pitchable.

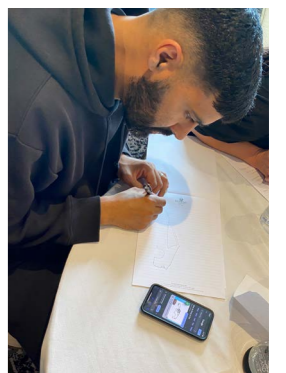
The high pressure scenario prompted the team to think outside the box, encouraging them to bring fresh ideas to the table and find profitable solutions for complex challenges that 'Dragons' would deem investment worthy.

The exercise is designed to push people beyond their comfort zone, forcing them to face uncertainty head on and adapt in real time. It encourages leaders to brainstorm, organise, refine and strategise, whilst looking at individuals strengths, which can be directly translated to the workplace.

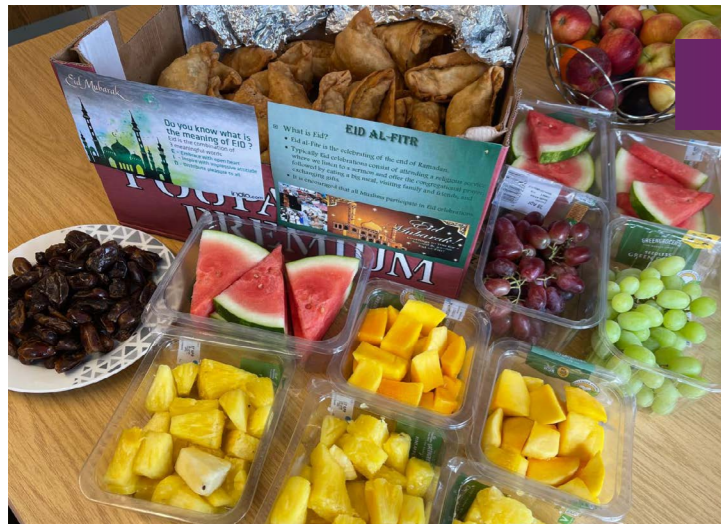
"My favourite part of this activity was definitely the brainstorming around what particular invention we would come up with, how we would build it, and ultimately try and sell the proposition.

My key takeaway from this would be to always ensure that you do your research thoroughly, and try to give as much detail, in a succinct way, as possible."

- Head of Sales, Mark Williams



In the Office *take a look at what we've been up to the past few months...*



Celebrating Eid

Eid al-Fitr, also known as the 'festival of breaking the fast' is a joyous occasion that marks the end of Ramadan, a month of fasting between dawn and sunset.

As some of our Reflex friends and family celebrated Eid, we enjoyed some sweet and savoury treats in the office.

From recruitment through to long-term employment, our processes are designed to support diversity, so that we share an inclusive and embracing culture.

Team Reflex raised money for Mind to promote good mental health with a 'Wear It Green Day' & Bake Sale.

We have placed mental health and wellbeing at the heart of business strategy to ensure employees are empowered and supported.

We have our own Mental Health Ambassador, Charlie Atkins, supported by a team of champions who can provide help and advice.



Mental Health Awareness Week



Celebrating Pride

During Pride Month, to celebrate diversity, equality and inclusion, Reflex staff took part in a 'Wear it Rainbow' day to raise funds for Stonewall.

Stonewall is an incredible organisation advocating for LGBTQ+ rights. They are a global movement fighting for freedom, equity and potential with an aim to create change.

Reflex Goes Sky High

On the 20th July Team Reflex were finally given the go-ahead from Langar Airfield to take our sponsorship with Brake sky high, after a few postponements due to battling the British weather.

Head of IT, Andre Pardal & Senior Sales Support/Account Manager Priya Keshwala soared through the clouds and landed safely back on land after completing the sky dive for Brake.

This year Brake are looking for people who want to tick off parachuting on their bucket list whilst raising vital funds to support people affected by road crashes and campaign for safe and healthy mobility for all.

To find out more about Brake's life saving work visit: www.brake.org.uk

In total we raised...

£800!



Head of IT, Andre Pardal

"It was such an amazing experience, when we first jumped it was sunny then we went through clouds where it was so cold. The landing was nice and peaceful and there were amazing views once the parachute was deployed. I would definitely do it again but maybe I'd go solo."

- Senior Sales Support/Account Manager, Priya Keshwala

"The jump was breathtaking and a fantastic experience! It was a shame the weather wasn't that great and most of the "fall" was through clouds and it was quite cold up there but it definitely made you feel alive. I'd do it again without a shadow of a doubt, I'm already planning my next jump."

- Head of IT, Andre Pardal



Senior Sales Support/Account Manager, Priya Keshwala

It's not to late to donate!

Scan the QR code below for our justgiving page



Our People

Welcome to our New Starters!

Daz Landa - Human Resources Assistant
Guy Thorpe - Workshop Technician
Harry Robinson - Trainee Mechanic
Iris Ng - Internal Audit & Assurance Manager
James Barnes - Fleet Procurement Co-ordinator
Jatinder Roudh - IT Data & BI Manager
Peter McLeod - Reactive Maintenance Controller

Congratulations to our Promotions & Role Changes!

Clare Thorpe - Technical Services Administrator
Jari Nordman - Lead Technical Services Advisor

We are Hiring

- Customer Recharge Manager
- Fleet Procurement Co-Ordinator
- Head of Fleet
- Head of Operations
- Hiredesk Administrator
- Installations Team Mobile Fitter
- Maintenance Desk Manager
- Mobile Vehicle Technician
- Static & Mobile Technician (Manchester)
- Reactive Maintenance Controller
- Workshop Technician

We are a rapidly expanding organisation, featured among the Top 1000 Companies to inspire Britain and Europe. With a fleet of approximately 5,500 vehicles and a dedicated team of over 150 employees, we operate from our Head Office in Loughborough, as well as Manchester and Glasgow.

The company fosters a culture of innovation and teamwork, encouraging employees to think creatively and contribute to the organisation's success. We are deeply committed to fostering sustainability, inclusivity and diversity within our company and the broader community. By joining Reflex, individuals can be part of a forward-thinking company that values its employees and offers a supportive and inclusive work environment.

Staff Benefits

Reflex provide a range of benefits designed to support our people personally and professionally. We believe in nurturing talent through various professional development opportunities and our commitment to success extends beyond a job role. These benefits are not just a gesture of appreciation but a strategic investment in our employees. Our commitment to offering these benefits aligns with our mission to create a fulfilling and supportive environment for staff.

Employee of the Month

Reflex operate an Employee of the Month scheme which places a spotlight on staff success and achievement, nominated by their colleagues.

Training & Development

We pride ourselves on our commitment to our staff by investing in their ongoing training and development, expanding on our knowledge whilst also promoting a first-class service for our customers.

Medicash

All employees receive access to Medicash, an employee health care plan. This allows them to claim cashback on a variety of treatments from routine check ups to massages.

Reflexion Meetings

Reflexion meetings are a forum for Reflex Directors to share business updates and vital information to the team. They provide an overview of company performance to all employees.

Mental Health Support

Reflex have Mental Health Champions that are always available as well as working towards having an in-house councillor.

Fitness Groups

Reflex have various free fitness groups such as Tai Chi and Football supporting team building across departments and socialising outside of work.

Charity & Community Support

Reflex are always looking to support the community and charities where possible and have frequent fundraising activities through out the business.

Bonus Scheme

All employees are part of the company-wide bonus scheme driven by the collective performance that we achieve as a team.

REFLEX RENEWABLE DRIVE

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 planing to make its 40,000 vehicle fleet zero emission by 2027.

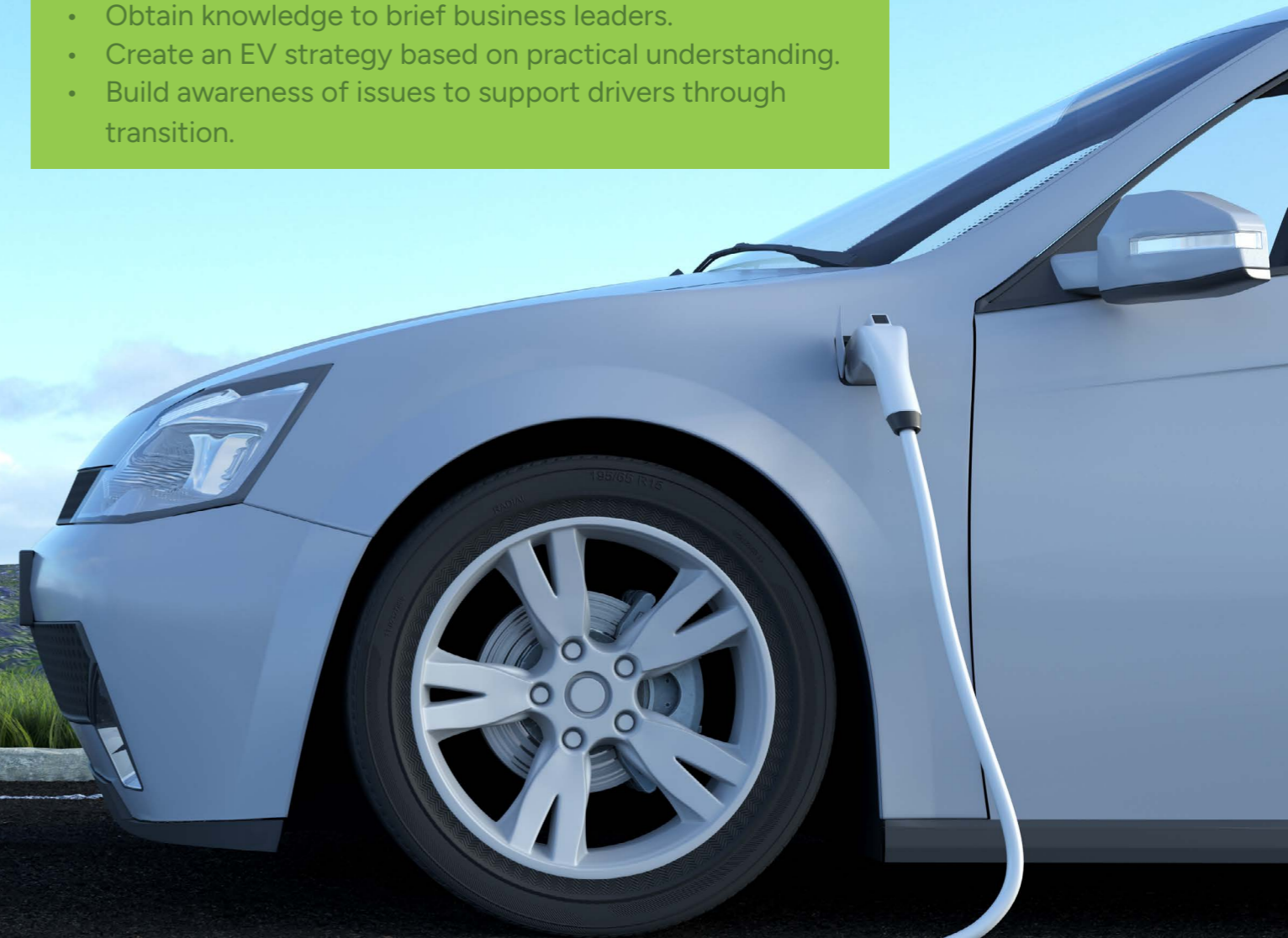
Fleet managers will be the driving force of change as the UK switches to electric vehicles and in the new transport landscape, expert knowledge will prove vital.

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 requirements, carrying capacity and towing capability.

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 look 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.



Sustainable Vehicles



Find the Right Fit



Make the Switch

To Request a Road Test, Email:
marketing@reflexvehiclehire.com

account holders only T&C apply

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.

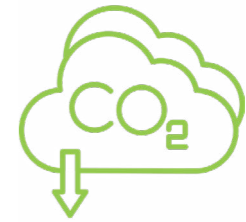
Analysis using EV:IE focuses on three areas:

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.

A final vital element of the service is an environmental impact summary, with a full calculation of potential CO2 savings from making the switch.



Here's what our team has to say...

"EV:IE is the result of more than a year of discussions with fleet operators. It empowers a conversation between fleets, management and suppliers about the future, so businesses can prepare for 2030 and beyond."

- Lisa Spong (Sales Director)

"Our early intervention to support electric vehicle adoption means more than one million miles have been driven in zero-emission capable vehicles from Reflex Vehicle Hire. EV:IE is the latest stage in our campaign to support the industry's transition while ensuring fleets remain safe and efficient, whichever fuel they use."

- (Head of Fleet)

Book a consultation with our in-house EV experts and start your journey today
evie@reflexvehiclehire.com



Demonstrates CO2 Reductions

Identify Suitable EV Alternative

Integrated with Telemetry

Build Internal EV Strategy

Clear Cost Comparison

Educated Fleet Operators

REFLEX VEHICLE SALES

Reflex Vehicle Sales offer a wide variety of quality used vehicles from an array of major manufacturers at our site in Loughborough, Leicestershire.

Reflex Vehicle Sales benefits...



Expert Team with 50+ years Combined Experience



Carefully Driven Under Telemetry



All Vehicles Under 4 Years Old



Full Service History



1 Previous Owner



2 Keys



AVAILABLE TO TRADE & RETAIL

T'S & C'S APPLY

SIGN UP TO OUR TRADE STOCKLIST BELOW:

<https://www.reflexvehiclehire.com/portal/register>



STOCK UPDATED DAILY



Enquire today:

☎ 0330 460 9913

✉ vehicle.sales@reflexvehiclehire.com