

FLEXI NEWS

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



10 Year Anniversary

Reflex celebrates a decade of success and innovation as it reaches historic milestone

Industry Awards

The Reflex Team attends the Fleet News Awards, Great British Fleet Awards and Business Champion Awards

EV:IE Service Launch

EV:IE is the latest service to be offered to customers to support fleets electrification strategy

10 YEARS

Reflex Vehicle Hire has reached a historic milestone as the business marks its **10th anniversary**.

During the past decade, Reflex has supported the flexible fleet needs of thousands of drivers and hundreds of customers. We have reshaped the vehicle hire market with a unique safety commitment that has protected customers from unexpected costs and helped drivers to avoid on-road incidents.

Our Safety as Standard pledge was a cornerstone commitment in the boardroom when the business was founded in 2012; over the years it has been enhanced with a growing list of innovations.

We were one of the first companies in the industry to limit our vans to 70mph and provide vehicle tracking and dashcams throughout the fleet as a standard.

Our close connection to customers inspired the addition of new products, which have been developed into the award-winning **Drive with Reflex** modular risk management service.

We also support customers with national mobile servicing to reduce downtime and costs for fleets.

Through this dedication to customer service and innovation, Reflex Vehicle Hire became the first van rental business to receive Van Excellence operator accreditation from the Freight Transport Association.

Our fleet has expanded to nearly **6,000 vehicles** generating over 50 million pounds of annual revenue.

Our extensive range of cars and vans is deployed to meet various industry sectors needs in every area of business, from utilities to rail and logistics, backed by ongoing investment in the latest innovations and technology.

As customers prepare for the government's proposed ban on the sale of new petrol and diesel cars and vans from 2030, we are at the forefront of driving change. Our new services include **Reflex Renewable Drive**, which is designed to expand fleet managers' knowledge of electric vehicles through test drives in the latest zero-emission models.

We also launched **EV:IE (Electric Vehicle Information Exchange)**, a unique fleet evaluation tool that analyses data on a company's current vehicle choices and provides insights on alternative zero-emission cars and vans that could replace them.

Reflex Vehicle Hire Chairman and Managing Director Oliver Waring said: ***"I want to personally thank all the team for their hard work and dedication to making Reflex Vehicle Hire the best in the business."***





Aaron Cawrey
Head of Fleet



Daman Sandhu
Strategy Director



Martin Tyers
Operations Director

Reflex Vehicle Hire has reshaped its management team to prepare for future growth, including expansion of its electric vehicle fleet.

As part of the changes, Vehicle Purchasing Manager Aaron Cawrey is promoted to **Head of Fleet**. Former Head of Fleet, Martin Tyers, is promoted to the newly created role of **Operations Director**, while Daman Sandhu, Head of Strategy and Planning, becomes **Strategy Director**.

During his time as Vehicle Purchasing Manager, Aaron led the creation of a sophisticated fleet purchasing function, including leading negotiations with manufacturers, overseeing relationships with dealers, working with parts suppliers, and consulting with the company's four asset finance suppliers.

As the new Head of Fleet, Aaron will work alongside Sales Director Lisa Spong to support the complex individual needs of customers. This will include guidance on switching to electric vehicles ahead of the government's planned ban on the sale of new petrol and diesel cars and vans in 2030.

Fleets will be supported by the new **EV:IE (Electric Vehicle Information Exchange)** service from Reflex, which analyses complex customer data and delivers simple recommendations for electric cars and vans that can replace current vehicles, all with a simple mouse click.

As Reflex develops to serve the changing needs of customers, Martin Tyers will oversee work on the structure of the Reflex fleet to maintain market-leading customer service levels that have to-date delivered more than a dozen industry accolades.

This will include oversight of remarketing and involve greater use of artificial intelligence to enhance processes and service delivery, building on his excellent relationships with suppliers and customers.

As Strategy Director, Daman Sandhu will focus on identifying and executing growth opportunities for Reflex while sustaining the robust financial planning put into place. Daman will also be driving the strategy across the business and leading the development of teams during this exciting period for Reflex.

The changes come as Reflex embarks on a new era of growth as a **family-owned business** after a £16.5 million buy-out of minority shareholders during 2021.

Reflex Vehicle Hire, which has a fleet of around 6,000 cars and vans, with turnover of £45m annually, is now 92% family-owned and controlled by the Waring family, working alongside two individual shareholders.



The team made their way to London for the **Great British Fleet Event and Awards**.

Reflex were awarded two accolades during the ceremony, honourably winning **Innovation in Customer Service** and Highly Commended for **Innovation in Remarketing**.

Reflex Vehicle Hire's mental health programme recognises that the past two years has placed unprecedented strain on employees across the supply chain. We acted to support our own customers' employees who drive our vehicles in addition to our own staff.

Reviewed by an expert panel of Fleet World Group editors, the awards covered 39 categories, with judges saying this year's entries were *"awash with ingenuity"*.

As customers faced supply shortages and long lead times for new vehicles, we recalled some of our own ex-fleet vehicles from being sold and instead refurbished them before returning them to service to keep customers mobile.





On 7th December 2021, the Reflex Team made their way to the Business Design Centre where the **London EV Show** was held.

The international EV event connected leading industry professionals and enthusiasts from across the globe.

Scattered across the exhibition hall were worldwide companies who are leading the way in EV with the latest technology.

The latest models were on display for fleet operators to get real hands-on experience.

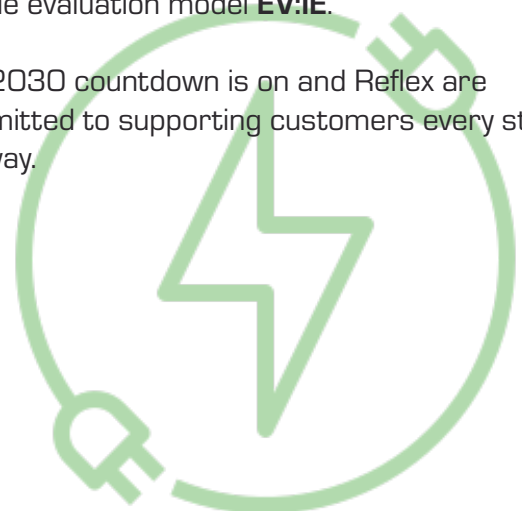


The show provides an exclusive platform for influential voices and important guest speakers who want to share their knowledge and expertise with attendees.

Reflex Vehicle Hire have developed an internal EV strategy in preparation to take our customers on this inevitable journey and offer the correct tools and resources to help build their electrification strategy.

This includes our **Reflex Renewable Drive Programme** and our newest service launch of our vehicle evaluation model **EV:IE**.

The 2030 countdown is on and Reflex are committed to supporting customers every step of the way.



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





Introducing Reflex's brand new **Mobile Technician** support vehicles that are based on the **Ford Transit 350 L3 H3 Leader Mild Hybrid**.

Two new cleaner vehicles join the growing fleet of Mobile Technicians that are servicing customers up and down the country.

The vehicles come equipped with specialist racking to hold various equipment that Reflex already provide for bespoke requirements.

Our team of Mobile Technicians provide roadside and customer depot servicing and maintenance, to ensure downtime for our customers is kept to an absolute minimum.

The expansion of these Reflex vehicles will allow for more customers to benefit from roadside repairs and vehicle maintenance, keeping vehicles on the road and businesses moving.

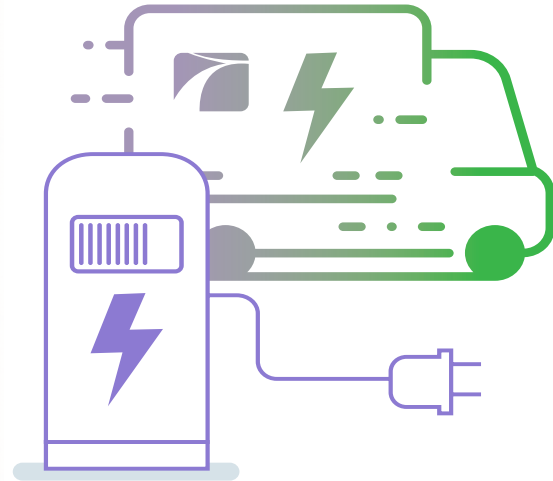
The fleet newcomers help form part of the service and maintenance programme that Reflex have devised, in order to ensure drivers don't fall short when out on the road in Reflex vehicles.

With more Mobile Technicians out on the road and the joined forces with TrustFord, along with our already large dealer network and other maintenance suppliers, Reflex aim to keep drivers on the road efficiently and safely.

Customers can take advantage of managing their fleet at the click of a button through our website with service booking and defect reporting functionalities.

Through **Book a Service & Report a Defect**, Reflex make it simple to keep on top of vehicle maintenance.





PLANT FOR THE PLANET

At Reflex, we have recently worked with **eFaraday Group** to install new staff home electric charge points.

The partnership was a clear choice following their impacts to drive towards a carbon-neutral and sustainable future.

For every charge point installed through eFaraday's partner Ecologi, a tree is planted and is trackable by the charge point user.

One staff member checked in on her tree's progress in Madagascar, noting you can even monitor its growth.

So far Ecologi has achieved **1,000,000 tonnes of CO2 reduction**. To put that into perspective, that's equivalent to driving 2,915,451,895km in an average-sized petrol car.

At Reflex, our company car policy withholds the value that staff must opt for a hybrid, plug-in hybrid or full-electric over a petrol or diesel.

After going fully electric and placing an order for a Volvo XC40, Charlie Atkins, Key Account Manager, was one of the first members of staff to have her new home charger fitted.

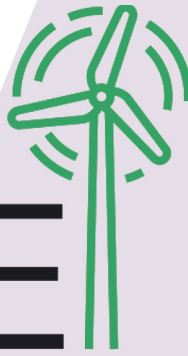
Charlie said: ***"I'm excited to get my new company car after driving a self-charging hybrid for the last 3 years. I feel like the transition can be daunting for a lot of people, but I think by easing myself into it with having a hybrid first will be a stepping stone that will make the full-electric switch easier."***

With years of first hand experience of plug-in vehicles, our staff are well-resourced to offer support and guidance to customers swapping their fleets.

Our team of in-house **EV experts** are always on hand to offer guidance and advice.

EV:IE

Electric Vehicle Information Exchange



Demonstrates
CO₂ 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.





1 No need to speed

Educating and encouraging drivers not to speed can pay dividends. For example, on the motorway, driving at 70mph instead of 80mph uses 25% less fuel and keeps the driver's licence safe. If you persuade employees to 'drive at 65', then you can reduce fuel use by 30% or more, without impacting on average journey times, particularly as employees spend less time at the fuel pump.

2 Smooth operator

The way you get to cruising speed is just as important as the speed itself. Fast acceleration can double fuel use compared to smooth driving.

3 Under pressure

Each year, drivers waste millions of pounds because incorrectly inflated tyres are harming their fuel economy. Estimates suggest as many as two-thirds of vehicles could have incorrect tyre pressures. Typically, running tyres at the correct pressure can improve fuel economy anything between 2-10%.

4 Road to nowhere

Congestion is a fuel economy killer, so drivers need to know before they go that their journey will progress as planned. Most sat-nav systems provide updates on congestion and delays, so it pays to check for every journey, even if it is one that has been done many times before. A diversion may take a slightly longer route, but it could save drivers from being stuck for hours in nose to tail traffic. Companies can also cut fuel costs by planning each day so that jobs are listed in the most efficient order for drivers to reduce mileage.

5 Switch on to switching off

If you are parked, there shouldn't be a spark. Avoiding idling with an engine-off approach can significantly reduce wasted fuel and protect the environment. Drivers may think a few minutes idling isn't a problem, but over a month it can add up to hours of engine time and, across a fleet, hundreds of litres of fuel can be burnt needlessly.



6 Weight watchers

A van is designed to carry cargo, but companies should consider what they are gaining from all that weight. Could they save pounds by trimming a few pounds? Is equipment used often, or is there a forgotten item in the payload that is adding unnecessary weight and cost? Getting rid of excess weight will lead to an immediate improvement in fuel economy.

7 Path of least resistance

In some cases, it is essential that equipment is carried on the outside of the vehicle, but companies need to consider whether this is always the case. An engine has to work harder to push a roof rack and any equipment it carries through the air. If equipment is needed, then slowing down will help, but if drivers are attending jobs where the items on the roof aren't essential, it could either be removed and stored or they could use an alternative vehicle. Manufacturers are also releasing more aerodynamic roof racks that reduce drag and, in turn, fuel use.

8 Under the hood

Fleets can save with regular servicing. Not only does it avoid breakdowns, but oil and filter changes reduce wear and tear on the engine and keep it efficient. Drivers may only see a small fuel economy improvement, but over thousands of miles the savings start to add up. Our customers benefit from mobile servicing, so they don't need to lose time taking vehicles to the garage.

9 Competition time

A small prize linked to a fuel economy league table can have an immediate impact as drivers compete to be the best on the board. As the aim is to reward good behaviour, the key is to focus on praising the best, not punishing the worst, who can be encouraged to improve with guidance and training.

10 Train to gain

Regular training is one of the best investments a company can make. Online courses can be helpful in providing hints and tips that drivers can take with them when they next go out.



The prestigious **Fleet News Awards** reverted back to its glorious home at Grosvenor House on Park Lane this year, after a change of scenery at sunny Ascot last summer.

The move proved popular as familiar friendly faces filled up the room with the automotive industry collectively celebrating success, despite a few very challenging years.

The Reflex team were honoured to be finalists for **Rental Company of the Year** amongst other well-recognised businesses.

The awards represent the pinnacle of fleet success and honour excellence, innovation and quality. To make the shortlist is a huge achievement in itself.



Reflex Vehicle Hire sponsored **Fleet Manager of the Year**.

The winner of this category has their finger on the pulse, not only of their fleet, but also of the wide array of issues which influence it, both internally and externally.

The winning fleet manager demonstrated co-ordinated commitment to efficiency, safety, environment and driver satisfaction, with an inclusive approach covering fleet management, HR, procurement, health and safety and senior executives.

Congratulations to the winner of the category *Steve Openshaw, Eric Wright Group*.



Reflexion

Internal Organisation News



Employee of the Month



Reflexion is our new internal monthly meeting designed to inform staff and increase departmental collaboration.

Each month, our Directors present to all staff about the current financial position of Reflex, what is happening around the business and what is to come.

It is also vital to ensure seamless communication across all areas of the business whilst allowing opportunities for staff to contribute to an always-improving working environment.

The sessions are accompanied by a suggestions/questions box that allows staff to confidentially provide feedback or ideas on improving processes and day to day working life.

Every month the meeting will link with a theme that aligns with internal or external factors, such as our previous wellbeing theme and Reflex's 10 year anniversary celebration.

*Congratulations to February's **Employee of the Month** and to all nominees for your hard work and dedicated service to Reflex.*

At the **Business Champion Awards**, Reflex were honourably shortlisted for **SME of the Year**.

There are approximately six million SMEs trading across the UK today and that number is on the rise. Competition is fierce and business life can be tough.

Adapting to change is key, the ability to stay current in the eyes of consumers and clients is crucial to seeing business growth and customer retention.

We were incredibly proud to be shortlisted after over 700 entries were submitted. Competition was tough and the judges were blown away with the strength, determination and resilience of entrants during what has been one of the most challenging periods.

The awards celebrate the best of British business across the country and highlight those inspirational leaders that go the extra mile, shining a spotlight on the companies that win each category.

To even make the shortlist at such a prestigious event and to be able to attend the glamorous ceremony in Canary Wharf, London was a wonderful opportunity.

The event offered a chance to network amongst many other British businesses that had worked so hard to also make the short list of finalists.

The full shortlist and winners of each category are available online.



Business Champion 2022 Awards



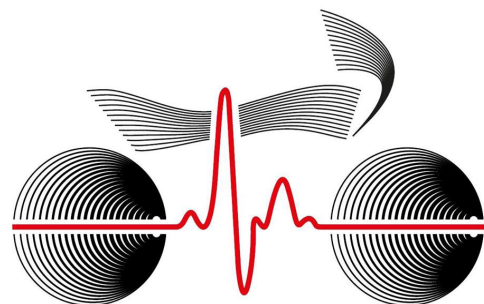
Reflex have worked alongside **Leicestershire & Rutland Blood Bikes** since 2019 providing them with a free-of-charge vehicle to complete their life saving deliveries.

Leicestershire & Rutland Blood Bikes is a registered charity run entirely by a group of selfless volunteers, who provide a free, "out of hours" courier service to public health bodies in Leicestershire & Rutland between 7pm and 6am Monday to Friday, with 24 hour cover at weekends and public holidays.

The group are not an emergency service but work with the hospitals to meet their transport needs in an efficient and timely manner. Getting to the destination safely is very important. The groups values align with Reflex's ethos of safety.

We exchanged the keys to a new vehicle to keep our support going, ensuring they are driving a safe and reliable Reflex vehicle whilst keeping up with their demand.

Jonathan Bostock, Vice Chairman and Operations Manager, said *"The team at Reflex Vehicle Hire have been providing our charity with a van for the last three years and at the start of 2022 agreed to carry their support on for another year! As well as the van they have provided additional help to us and we are hugely grateful for all of their support, with driver training advice and additional fundraising opportunities. The entire team have been so supportive of our group, which makes a huge difference to us."*



**LEICESTERSHIRE & RUTLAND
BLOOD BIKES**



Reflex Vehicle Hire is expanding its nationwide mobile servicing network in a major new partnership with **TrustFord** amid growing demand for 'maintenance while you work' services.

Companies throughout the UK want to minimise vehicle downtime and maximise utilisation as they respond to growing customer demand, while also keeping vehicles safe and efficient.

Mobile servicing brings technicians to the customer's location, so drivers don't have to drop vehicles off at garages or source replacements during maintenance periods.

Reflex Vehicle Hire can now access TrustFord's national fleet of 112 mobile servicing vans and technicians through a central helpline in an agreement that covers all Ford's and any other make of vehicle outside of warranty terms.

The partnership enhances Reflex Vehicle Hire's pioneering commitment to mobile servicing, which has provided 'garage on the go' services to hundreds of fleets over the years.

Customers praise the flexibility of having vehicles serviced during periods of inactivity, such as outside working hours or while vehicles are parked on site.

The partnership with TrustFord enables Reflex Vehicle Hire to respond to more mobile servicing requests amid predicted future growth for its award-winning flexible vehicle hire services.

TrustFord's Mobile Service Vans are fully equipped with state-of-the-art equipment, allowing over 80% of repairs to be carried out at a convenient location, therefore maximising uptime.

Andrew Beesley, Reflex Vehicle Hire Head of Maintenance, said: ***"Our customers rely on their fleet vehicles and our mobile servicing strategy minimises downtime and related costs, so our clients can cost effectively meet the needs of their own customers. TrustFord shares our ethos of providing the highest levels of service and working as a business partner to customers, with a focus on flexibility and reliability. Working together, we will keep UK businesses moving and support the economic recovery."***



Promotions/role changes

Charlie Atkins
Key Account Manager

Aaron Cawrey
Head of Fleet

Daman Sandhu
Strategy Director

Martin Tyers
Operations Director

Tara Nicholls
Fines Administrator

Peter Spong
Installation Team Manager

Danielle Newton
Head of Marketing

Jonathon Barnes
Maintenance Supervisor

Kerrie Holland
Senior Call Handler

Denisa Lupoiu
Support Team Administrator



New staff

Sarah Davidson
Maintenance Controller

Diogo Valentim
Logistics Administrator

Sian Russel
Customer Recharge Assistant

Tom Parks
Maintenance Controller

Paulina Toon
Hiredesk Administrator

Leyton Bagworth
Telematics Installation Technician

Krzysztof Cisicki
Telematics Installation Technician

Laura Slater
Purchase Ledger Supervisor

Yashin Abdulla
Temporary Purchase Ledger Assistant

Jessie Place
Scheduled Maintenance Controller

Carina Webb
Maintenance Controller



New staff

Lloyd Brown
Maintenance Controller

Susan Paterson
Service Administrator

Marian Bitineanu
Driver

Jane Lehtoranta
Cleaner

Mark Upton
Yard Operative

Kurtis Brewin
Temporary Yard Operative

Joe Sciberras
Valet

Ben Bennett
Temporary Valet

Ana-Maria Olaru
Hiredesk Administrator

Alexandru Arambasa
Yard Operative



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

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

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

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

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

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

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

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



proud to support
time to change

let's end mental health discrimination

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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.

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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



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



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