

# FLEXI NEWS

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



## Family Owned Reflex

Reflex Vehicle Hire is now 92% family-owned and controlled by the Waring family, working alongside two individual shareholders

## Lloyds Bank Awards

Reflex reach shortlist and receive Highly Commended at the Lloyds British Business Excellence Awards

## Reflex Renewable Drive

Our renewable drive trial scheme continues and many customers have benefited from testing out new technology





Reflex Vehicle Hire has become a family-owned business after a £16.5 million buy-out of minority shareholders, using £6m of its own cash with additional funding of £10.5m from HSBC to buy back 31% of its business from investors.

Reflex Vehicle Hire, which has revenues of £45m a year, is now 92% family-owned and controlled by the Waring family, working alongside two individual shareholders.

The new owners plan to grow the business at a rate of 10% a year over the next four years – and after these four years, it plans to list the company on the UK stock market.

**Oliver Waring**, chairman at Reflex Vehicle Hire, said:

*“This is an exciting time for our business. We’re really pleased that the share buyback was a smooth and beneficial transaction for all involved and we’re grateful to HSBC UK for making it possible.”*

*“Having greater ownership of the company gives us far more flexibility. We’re now looking forward to embarking on a measured growth strategy, as well as focusing on new products that will help to make our business more sustainable and improve driver safety.”*

## HIGHLY COMMENDED Reflex Vehicle Hire



Reflex reaches finals of major national awards for innovation and outstanding service.

The organisers of the **Lloyds Bank British Business Excellence Awards** selected Reflex Vehicle Hire as a finalist in two major categories that recognise outstanding service and innovation.

Each year, the awards assess an enormous variety of organisations and business people, from disruptive start-ups and inventive entrepreneurs to ready-to-scale businesses, established SMEs and FTSE 100 powerhouses, to choose the best in the UK.

Reflex Vehicle Hire were Highly Commended for the **Business Enabler of the Year Award** which is a huge achievement for all the team.

The Business Enabler of the Year Award recognises businesses that help customers to improve their performance by providing great service and support. The award assesses areas such as leadership, employee engagement, organisational improvement, and financial performance, to identify companies that are championing customer growth through great products and services.

Among the many elements that secured Reflex Vehicle Hire a place in the final are the **Drive with Reflex** modular-risk management service, which is constantly being improved and updated to support clients on the road.

Along with the Reflex Safety as Standard commitment, it provides fleet operators with state-of-the-art technology to minimise on-road risks and reduce operational costs.

This particular award is the latest recognition for Reflex Vehicle Hire, which has received dozens of industry accolades for service and innovation over the past few years.

Lisa Spong, Reflex Vehicle Hire Sales Director, said: **"The team at Reflex Vehicle Hire put customers at the heart of everything they do and this drives our commitment to innovation and industry-leading service levels. Reaching the finals and receiving a Highly Commended at the UK's biggest industry awards is a great achievement and recognition of the hard work of everyone at Reflex and their dedication to supporting customers."**

The winners of the Lloyds Bank British Business Excellence Awards were announced during a gala dinner in London on November 9.





Some of the Reflex team took part in the **BVRLA Electric Vehicles (Cars) - Operational Technical Support** course in July.

The new training course provided a full overview of the EV landscape, current market entrants and valuable advice for members supporting their customers need for technical operational support.

The knowledge gained will equip staff to provide day-to-day support to fleets and drivers with their transition to electric vehicles.

A major part of the transition comes with a well prepared **EV strategy** and the Reflex team are here to support customers on their journey to zero emissions.

Ensuring the team have the right expertise and are up to date with industry trends is vital when offering guidance to our customers.

To the right is the modules outlined and some of the topics covered.

The team now have more training booked with EV industry expert **Jon Burdekin** who has 30 years' experience in the UK leasing and fleet industry.

### Module 1 – Market overview of the EV market from a company car perspective

- Roadmap to 2030
- What EVs are available – and what's coming into the market?
- BIK & Salary sacrifice
- Charging infrastructure and types of chargers
- Grants and incentives on EVs
- Servicing and Maintenance of EVs
- Battery health and warranties
- Duty of Care
- Driver Comms/FAQs
- Grid capacity
- Alternative fuels and PHEVs
- Journey Calculator & Energy Tariff Tools

### Module 2 – Providing practical advice and guidance to customers operating or driving EVs

- EV dashboard lights
- Breakdowns & running out of charge
- Useful Apps to facilitate EV driving
- Road handling of an EV
- Tyres
- How to maximise range and efficiency
- What affects battery health?
- Taking an EV abroad





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

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

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

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

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

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

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

### Reflex Renewable Drive Programme

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

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

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

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





Global talent solutions specialist **Morson** is the latest to take part in the **Reflex Renewable Drive Programme**, with a review of the first fully-electric vehicle from **Lexus**, the **UX 300e**.

Morson has already taken the first step on the Road to Zero, with its fleet of 200 vans and 100 cars featuring 13 plug-in hybrids and 12 fully electric cars.

The Lexus UX 300e is the first fully-electric car from Lexus, although the brand already has decades of experience with hybrids.

Regional Fleet Manager of Morson, put the car to work immediately as he drove to a night shift and first impressions were good.

He said: *"It looks like a normal UX, apart from a few tweaks to the front grille, alloy wheels and the badges. It is a good looking car with a luxury interior. It drove well and was responsive, especially in sport mode. It lost traction on wet roads and under hard acceleration, which is understandable given the amount of torque provided (300nm from its 201bhp electric motor). Overall, it was comfortable, made good progress when needed and cruised silently along with not much road noise entering the cabin."*

His trip to the office is 28 miles and saw the car's range drop 26 miles, so at work the car was plugged in, but the site's Type 2 charger only offers 3kw, so not much was gained before the commute home.

He added: *"This wasn't an issue as the car came with a 3-pin plug charger, so I simply plugged it in on my return home and let it charge up."*

The UX 300e comes with a 54.4kWh battery pack and two charging ports for a slower Type 2 charger and a fast CHAdeMO plug, which would 'fill' the car in an hour from a suitable charging point.

The quoted range for the UX 300e is 196 miles, which may leave drivers wishing for more to offset range anxiety, but in reality it is enough for most journeys, especially as recharging networks expand.

To read the full review, head over to our [website](#).





Reflex Vehicle Hire-sponsored motorbike racer **Shaun Winfield** is putting a difficult season behind him as he sets his sights on success for 2021.

He has a new, more powerful bike and is back to full strength following a crash halfway through the Championship that put him out of contention for three races.

His new 2020 Honda Fireblade RR-R SP was given its first outing in the last race of the season and delivered an impressive performance, despite Shaun still recovering from his injuries.

He said: ***"It was a really promising race ahead of the 2021 season. The bike was one of the fastest in testing and in the first lap of the race it made up 12 places. With a competitive bike, there is no reason we can't finish the Championship next year in a top 10 or even top five position."***

Shaun, 27, has been racing since he was nine, initially in Mini Motos, where he came third in his first race. He went on to become British

champion in 2005, before moving to 125cc bikes and then up to 600cc Supersport machines before his first season in Superstock 1000.

He made a sudden mid-season switch to the elite British Superbike Championship to replace a teammate who was injured, and competed at the top-level for five years before rejoining the Superstock 1000 Championship for 2020.

Generously, Shaun hosts Reflex staff at his race weekends most rounds. The hospitality provided by TAG Racing and Shaun is second-to-none and the Reflex team always have the greatest time when we attend.

We even get to walk around the pit and get shown around the motorbike, where we get some great pictures!

Lisa Spong, Reflex Vehicle Hire Sales Director, said: ***"We are proud to support Shaun in his career, as he has shown real determination to power through the challenges the team has faced, which promises to pay dividends in more points and potential podiums when racing starts again next year."***

# Reflex reveals five steps to successful EV transition

Fleets need a clear roadmap as they switch from petrol and diesel to electric over the next decade. Here are five steps to deliver a perfect plug-in strategy

**F**leet managers need to prepare for a rapid policy shift as they switch to zero-emission transport over this decade, before a proposed ban on the sale of new petrol and diesel cars and vans starts in 2030.

To achieve success, there are five key areas where fleets need to concentrate when building their plug-in plan.

**Review technology:** Data collection and analysis is essential when adapting policy. Vehicle-tracking technology can identify travel patterns suited to electric vehicles (EVs) and assess infrastructure requirements for charging. Software will play a vital role in processing data and delivering fleet insights.

**Calculate total cost of ownership (TCO):** TCO enables businesses to understand how vehicles compare in a standardised way across all fuel types, based on cost per mile.

**Invest in training:** Fleet managers need to invest in their own training and education to ensure they can guide a successful transition, while drivers will need help and support on everything from using chargers to changing driving style so they maximise the distance EVs can cover on a single charge.

**Plan a timeline:** Companies need to decide when they will start to adapt, including planning for the potential end of production of key petrol and diesel models currently on their choice lists.

**Get testing:** Fleets can start the switch today by trialling the latest electrified cars and vans through the Reflex Renewable Drive Programme, a test drive initiative that puts managers behind the wheel of zero-emission-capable vehicles.



## Reflex road test

### Tesla changes the shape of fleet choice lists

The Tesla Model 3 is the car that has introduced the iconic brand to the mass market, securing more than 360,000 sales globally last year to make it the world's best-selling EV.

We tried the Model 3 Long Range, which can cover 360 miles from a full charge of its 70kWh battery.

Its looks will be as much a talking point as the battery, with a subtle exterior and minimalist interior where nearly everything is controlled from a large screen that dominates the cabin.

It is great if you like touchpads, but it creates irritating quirks, such as needing to use the screen or voice control to open the glove box.

It delivers fantastic performance and acceleration, reaching 60mph in just more than four seconds. You can reduce power levels in the settings,

which also stretches driving range while protecting tyres and drivers' licences.

The low centre of gravity from the battery keeps the car flat in corners while the ride is comfortable and nearly silent for a very relaxing drive.

When you plug in at one of the 500 Tesla Superchargers on the manufacturer's unique network, it can take just half an hour to fill the battery to 80% from empty.

While its looks may divide opinion, the Model 3 is driving a new era of motoring and deserves its place as the best-selling EV in the world.

**Visit [www.reflexvehiclehire.com](http://www.reflexvehiclehire.com) for more information about our award-winning flexible fleet service and green vehicle programmes**

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



Reflex customer RSS Infrastructure took on the gruelling challenge of cycling 460KM for the Royal British Legion for the 3rd year running.

The amazing team participate in an annual Pedal to Paris event which sees them cycle from London to Paris on a four-day charity bike ride to raise funds for the Royal British Legion charity the Poppy Appeal.



RSS Pedal to Paris commemorates their ongoing support for the Armed Force and this year the Poppy Appeal celebrate 100 years of supporting the Armed Forces Community.

The biking team along with other riders are raising funds to provide lifelong support for servicemen, women and their families. The Royal British Legion offer a wide range of services to support veterans and their families and this is a cause that is close to their hearts.







**World EV Day** is the national driver of sustainability, shifting businesses and consumers to a world of electric.

The global movement aims to encourage everyone to get involved and make the transition to a greener future in order to tackle climate change.

As most are now aware, here in the UK, the government have set out a roadmap with a 2030 deadline for the ban on new diesel and petrol vans and cars. This target has created a real buzz in the EV landscape whilst prompting businesses and consumers to really think about the next steps in their transport journey.

The cut-off date has triggered a huge response in the fleet industry, seeing organisations provide resources, training, funding and policies in order to meet the end goal of cleaner air, low emissions and a sustainable future.

As a fleet provider and mobility partner, Reflex are doing their part to ensure customers are on the right path with their EV strategies.

As a trusted supplier, some of the steps we are taking include:

- Offering fleet managers and drivers first-hand experience with new vehicle technology through the Reflex Renewable Drive Programme
- Staff members have undertaken EV training with industry-recognised professionals BVRLA to offer technical operational support to our clients
- Implementing a staff hybrid and electric car policy to cut emissions whenever the Reflex team travel, whilst also encouraging car-sharing to further slash co2 levels
- Working alongside customers in partnership to kit out our depot with new electric charging points on site
- Providing resources and support on our website to help newbies to the electric world through our Electric Vehicle Guide and Plugging in an electric car or van
- Producing a working EV model allowing us to audit customers fleets and offer a suitable electric replacement



## THE BUSINESS OF... ELECTRIC VANS

The switch to electric vans is no longer a case of if, but when – on deadline or before 2030?  
Here we examine the business case for flicking the switch sooner rather than later



### The Business of Electric Vans Fleet News

The independent report looks at all things electric, including 3 factors in deciding the right time to switch to **electric vans**, an overview of one of the fresh faces in EV; the **Maxus eDeliver 3** and **eDeliver 9** and insight into the **Reflex Renewable Drive Programme**.

You can download the full report on our website or head over to the Fleet News whitepaper and report section

[www.reflexvehiclehire.com](http://www.reflexvehiclehire.com)



ROADS FOR A CONNECTED BRITAIN

The Reflex Team took a space at **Fleet & Mobility Live** on 5th & 6th October and **Highways UK** on 3rd & 4th November.

The two exhibitions are the UK's leading events in the fleet and transport industry, boasting suppliers and manufacturers with various different services.

The events offer a vast array of exhibitors sharing new and innovative products and services.

Visitors were able to check out all the new models that the manufacturers have to offer including the latest additions in the electric vehicle market.

Both events were a safe and successful return for Reflex after what has been a challenging year and a half regarding limited face-to-face meetings.

Thank you if you visited us, we were delighted to be back!





Judges at the **LeicestershireLive Business Awards** have named Reflex Vehicle Hire as the best business for **Customer Service Excellence**.

Sales Director, Lisa Spong and Head of Sales, Mark Williams picked up the Customer Service Excellence Award on behalf of the entire Reflex team during the LeicestershireLive Business Awards.

The black tie annual event – postponed in 2020 because of the pandemic – celebrates the most influential and successful businesses in the county and identifies those that have gone above and beyond to support customers.

The judges spent weeks considering all the finalists before carefully and painstakingly selecting the best businesses to receive a trophy.

LeicestershireLive and Leicester Mercury editor Adam Moss said: ***“Leicestershire has a history of success and at the heart of all those businesses is a spirit of creativity and innovation – and a desire to be the best. These awards reflect that.”***

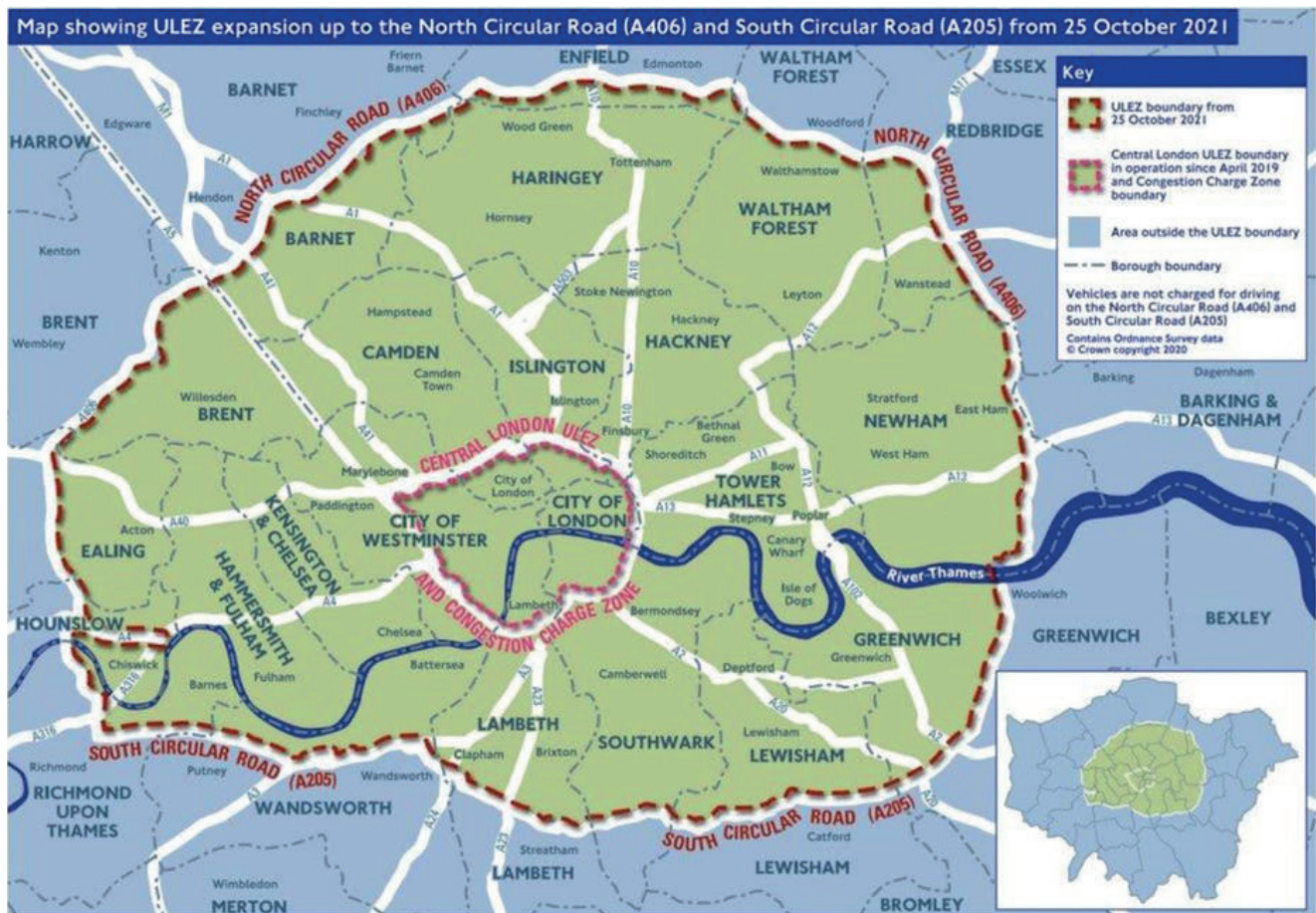
## LeicestershireLive **BUSINESS...** AWARDS 2021

***“As we come through the pandemic, I know the people running these businesses will play a vital part in finding many of the solutions to the problems the world is facing today. Congratulations to every one of our winners and to all the excellent finalists.”***

Reflex has provided a wealth of new initiatives to support customers over the past year, including the new Reflex Renewable Drive programme, a zero-emission vehicle test drive service for fleet operators that also provides vital feedback to manufacturers on plug-in cars and vans.

After receiving the award, Lisa Spong said: ***“Reflex Vehicle Hire has a culture of always putting the customer first and driving constant innovation to deliver the best service possible. This award is a great recognition for the hard work of the entire Reflex team, who have maintained the best customer service levels in the industry despite the disruption caused by the pandemic.”***

# LONDON CAZ EXPANDS



As the London Ultra Low Emission Zone expanded on Monday 25th October to make older, dirtier commercial vehicles pay for the pollution they cause, fleets can use flexible rental to quickly update to newer, cleaner vans.

London is penalising pollution with a massive expansion of the Ultra Low Emission Zone from October 25th.

The larger zone will now go up to the North Circular Road (A406) and South Circular Road (A205).

The scheme targets diesels in a bid to improve local air quality. While petrol cars only need to meet Euro 4 standards, mainly anything less than 15 years old, diesels must meet Euro 6 or higher, which was introduced around 2016.

This could be costly for businesses that have long replacement cycles, or those that operate used vans.

Transport for London estimates the new zone affects 130,000 cars, 5,000 vans and 2,000 HGVs.

In total, the zone extension will cost drivers and businesses £2 million a day in tolls, unless they upgrade their vehicles or stop travelling in the zone.

Companies with affected vans either pay the £12.50 daily charge for every vehicle entering the zone, or upgrade to newer, low emission vehicles.

If companies outright purchase newer vehicles, they face massive upfront costs, while leasing will lock firms into years of monthly payments, but there is a better way to update vans and cars – flexible vehicle hire.

Through flexible vehicle hire, your business can add the newest, cleanest vehicles to your fleet without being tied into a long-term contract. If your business needs change, you can just hand the vehicle back.

This simple and flexible alternative to buying or leasing is the perfect solution to avoid unnecessary costs from the London ULEZ expansion while maintaining customer service levels and reducing pollution.





## New staff and promotions

Spiwe Ruhwaya  
**Purchase Ledger Clerk**

Sophia Clifford  
**Hiredesk Coordinator**

Toni Warren  
**Hiredesk Coordinator**

Richard Thompson  
**Maintenance Controller**

Michelle Shepherd  
**Maintenance Controller**

Priya Keshwala  
**Hiredesk Coordinator**

Takoda Nicholls  
**Sales Support &  
Account Manager**

Lisa Thornton  
**Hiredesk Coordinator**



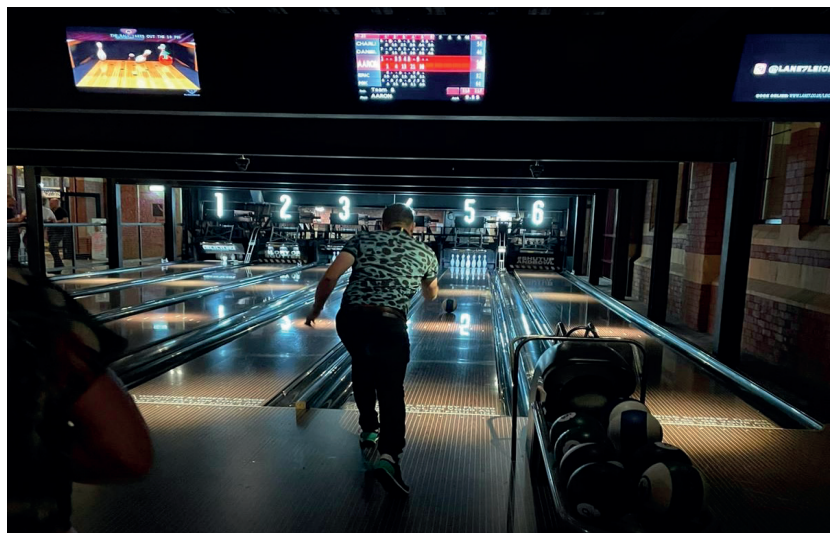
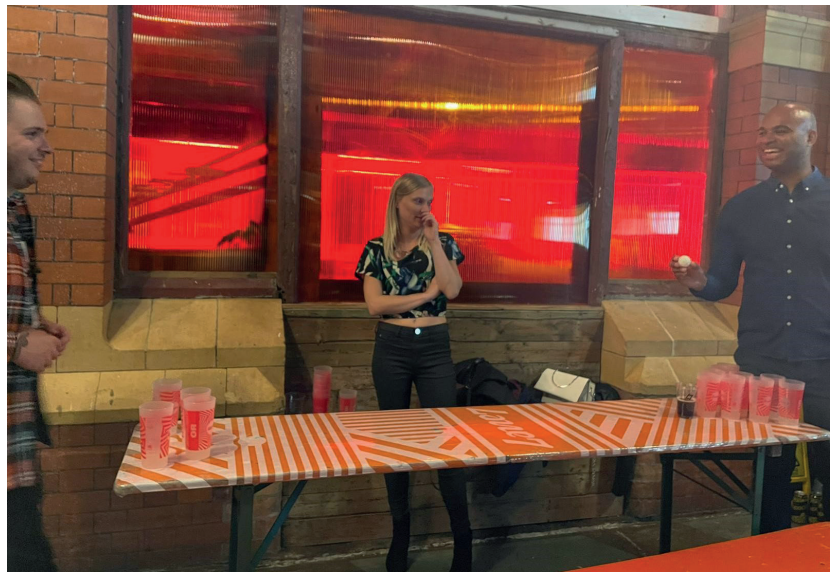
## Team building



Reflex staff enjoyed a team bonding evening out of the office where staff members from various department joined together to enjoy a social night out. The team played bowling, mini golf and an array of other activities.

The night was organised by Reflex's own Mental Health Ambassador, Charlie Atkins, who as part of our Time to Change pledge has put together many ideas to boost staff morale and physical and mental wellbeing.

Charlie plans to host more team bonding sessions in the future to give back to staff for their hard work and dedication.





## Topic 11: 'Coeliac Disease'



Hosted by:  
Reflex Vehicle Hire

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

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

**A.D.V.I.C.E** Group Topic 11 was 'Coeliac Disease'.

The official definition of Coeliac Disease from the NHS and Coeliac UK is: Coeliac disease is a serious illness where the body's immune system attacks its own tissues when you eat gluten. This causes damage to the lining of the gut and means the body can't properly absorb nutrients from food.

The article focuses on the signs and symptoms of the disease to be aware of, the effects it can have on individuals mental health and a story from a Reflex employee living with this disease.

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

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

# MIND MENTAL HEALTH PLEDGE



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

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

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

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

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

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

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

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



proud to support  
**time to change**

let's end mental health discrimination



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

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

## Live Auction Now OPEN

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

Create Account



## Trade Stock

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

View Stock Deals



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



# 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**