

# FLEXINEWS

ISSUE 1  
2024

**WINNING**

**FN50  
WELLBEING AWARD  
LOGISTICS UK  
PEOPLE CHAMPION  
OF THE YEAR**



THE  
2023  
REFLEXIONS  
& AWARDS

---

SUSTAINALYTICS  
ESG RISK RATING



# Annual Reflexion Meeting 2023

On the 15th December, Reflex closed its doors early for our Annual Reflexion Meeting and Christmas Dinner.

The stage was set, the decorations went up and the food was cooking away whilst Team Reflex headed to Winstanley House for 'A Golden Christmas,' hosted by Reflex's Marketing Team.

The annual meeting is our newest tradition that allows everyone to come together to reflect on the year whilst outlining the exciting possibilities of what's to come.

Head of Marketing, Danielle Newton was joined on stage by Founder & Chair, Oliver Waring and Sales Director & Co-Owner, Lisa Spong. The discussion covered a range of topics from:

- The impact of inflation throughout the business.
- Vehicle pricing.
- What we are to expect with the transition to electric vehicles.
- Customer service and relationships.
- The acquisition of Hireway.
- The transition to our new Microsoft Dynamics 365 platform and so much more.

The meeting was vital in allowing our owners to communicate the company's goals, strategic direction and accomplishments. By closing operations this was also an opportunity for all staff across the UK to gather together and strengthen internal connections since Reflex expanded to Manchester and Scotland.

The afternoon however didn't just stop there, having all staff together provided the perfect opportunity to recognise and celebrate collective achievements bringing everyone together once more for the Reflex Awards.



## 2023 Reflex Awards Winners

**Reflex Hero**  
Darren Keenagh

**Winning at Wellbeing**  
Claire Thorpe

**Employees Employee**  
Morgan O'Donnell

**Employees Employee**  
Nic Tecu

**Reflex Recognition**  
Priya Keshwala

**Customer Success Award**  
Logistics & Drivers

**Profit Protection Award**  
Jari Nordman

**Extra Mile Award**  
Morgan O'Donnell

**Team of the Year**  
Finance

**Employee of the Year**  
Derek McCaig

**SLT Rising Star**  
Danielle Newton

**Directors Rising Star**  
Nik Malyon

The Reflex Awards not only recognise and celebrate individuals and teams for their hard work but for everyone to unite together in support of their colleagues.

These categories were specifically selected to shine a spotlight to the outstanding contributions Team Reflex has made throughout the year. The first four award categories were open to employees to vote for their peers.

This gave the perfect opportunity for people to highlight those around them fostering a sense of pride and accomplishment for all of us here at Reflex.

Whether it was creative a safe, positive, healthy work environment or using innovation to go above and beyond driving the success of our business, we'd like to extend a huge congratulations to all our worthy winners!

Reflex are proud to close 2023 celebrating our people.



*Daman Sandhu, Strategy Director and Martin Tyers, Operations Director presenting the Reflex Awards*



# We made the shortlist...

## WhatVan Awards 2023

Reflex are honoured to announce that our dedication to excellence was recognised by being shortlisted for not one, but three prestigious What Van Awards.

- Rental Company of the Year
- Green Innovation Award
- Telematics Award

This acknowledgement was a testament to our commitment to innovation, reliability and customer satisfaction. This accomplishment motivates us to continue pushing boundaries and setting new standards in the industry, ensuring that our customers receive the best possible products and services.



## Fleet News Reader Recommended 2024



Reflex are delighted to share the exciting news that we have been recognised again as Fleet News Reader Recommended in 2024. This prestigious accolade is a reflection of our unwavering commitment to delivering excellence in the fleet industry.

We are incredibly proud of the trust and endorsement of Fleet News readers and extend our gratitude for their support and acknowledgment. This recognition motivates us to continue striving for excellence, providing first-class fleet solutions, and staying true to our commitment to customer satisfaction.

Thank you for making us Reader Recommended, and we look forward to continuing to exceed your expectations as a trusted fleet partner.

# We Won!

We are beyond delighted to announce that Reflex are now a seven-year award-winning business closing 2023 with two huge award wins.

In November, Key Account Manager, Charlie Cavers and Technical Services Administrator, Claire Thorpe picked up the win for the **Wellbeing Award at the FN50 Event**.



*Charlie Cavers, Key Account Manager at the FN50 Awards*

The following month, Reflex staff headed to London and picked up the win for **People Champion of the Year at the Logistics UK Awards**.



*Andi Lee, Head of Rental and Morgan O'Donnell, Damage Progress Chaser at the Logistics UK Awards*

Being recognised for two prestigious awards regarding staff wellbeing shows our commitment to creating a happy, healthy workforce. These wins highlight Reflex's pledge to its people, reflecting our passion to creating a positive workplace and culture. But beyond this, these awards are a testament to our staff, who not only contribute to our everyday success but show an unwavering commitment to driving the business and one another forward.

Whilst we close this year on the high of winning both awards, we look forward to the next year and the celebrations to come.

# Reflex Vehicle Hire has received an ESG Risk Rating by Sustainalytics solidifying its work guiding fleet customers to a greener future

Reflex Vehicle Hire has received an ESG Risk Rating assessment by Morningstar Sustainalytics which solidifies its work guiding fleet customers to a greener future.

As of August 2023, Reflex was assessed to be at low risk of experiencing material financial impacts from ESG factors, with an ESG Risk Rating score of 13.6. Under the assessment, which is marked out of 40, a lower score reflects better performance.

Reflex Vehicle Hire's ESG Risk Rating was placed in the top 7% across all companies assessed by Sustainalytics and in the top 3% of industry peers assessed by Sustainalytics.

This is just the latest chapter of Reflex's focus on driving operational excellence throughout the business to support ESG goals. Work has included extensive risk mitigation for occupational Health and Safety support for charities and wide-ranging investment in environmental improvements.

Last year, Reflex were named ESG Champion of the Year at the Lloyds Bank British Business Excellence Awards, reflecting its strong strategy guided by a simple mantra – people and planet.



**“Our strong assessment performance shows that we are making great progress. This is just a small part of our work on ESG. As a flexible vehicle hire provider, we have a critical role to play in delivering ESG improvements that make a difference to our employees, our customers and the community. I am very proud of the hard-working team behind our ESG success and look forward to improving further in the coming months and years.”**

**Lisa Spong, Co Owner & Sales Director**

The trophy is the latest in a string of awards linked to ESG commitments within Reflex that include the industry-leading modular risk management programme Drive with Reflex.

In addition, the award-winning EV:IE (Electric Vehicle Information Exchange) consultancy service is playing a key role in delivering environmental improvements for UK fleets as they transition to electric vehicles.

To maintain the award-winning momentum, a new ESG committee has been formed, in which staff from all areas of the business will be represented.

This is just a small part of the work on ESG. Reflex's strong assessment performance shows great progress, whilst recognising there is always further work to be done to minimise ESG risk.

To secure the ESG Risk Rating, data from 2022 was analysed by Sustainalytics, a leading ESG research, ratings and data firm that works with thousands of companies and their financial intermediaries to help them consider sustainability in policies, practices, and capital projects.



# MACMILLAN CANCER SUPPORT

Team Reflex joined in with the World's Biggest Coffee Morning supporting Macmillan who do incredible work, offering vital assistance to those affected by cancer.

Reflex HQ is home to our enthusiastic bakers who came together to raise funds in October. A hot drink shared with colleagues, accompanied by the array of cakes, biscuits, cookies and pies helped us raise over...

# £75!



# 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.

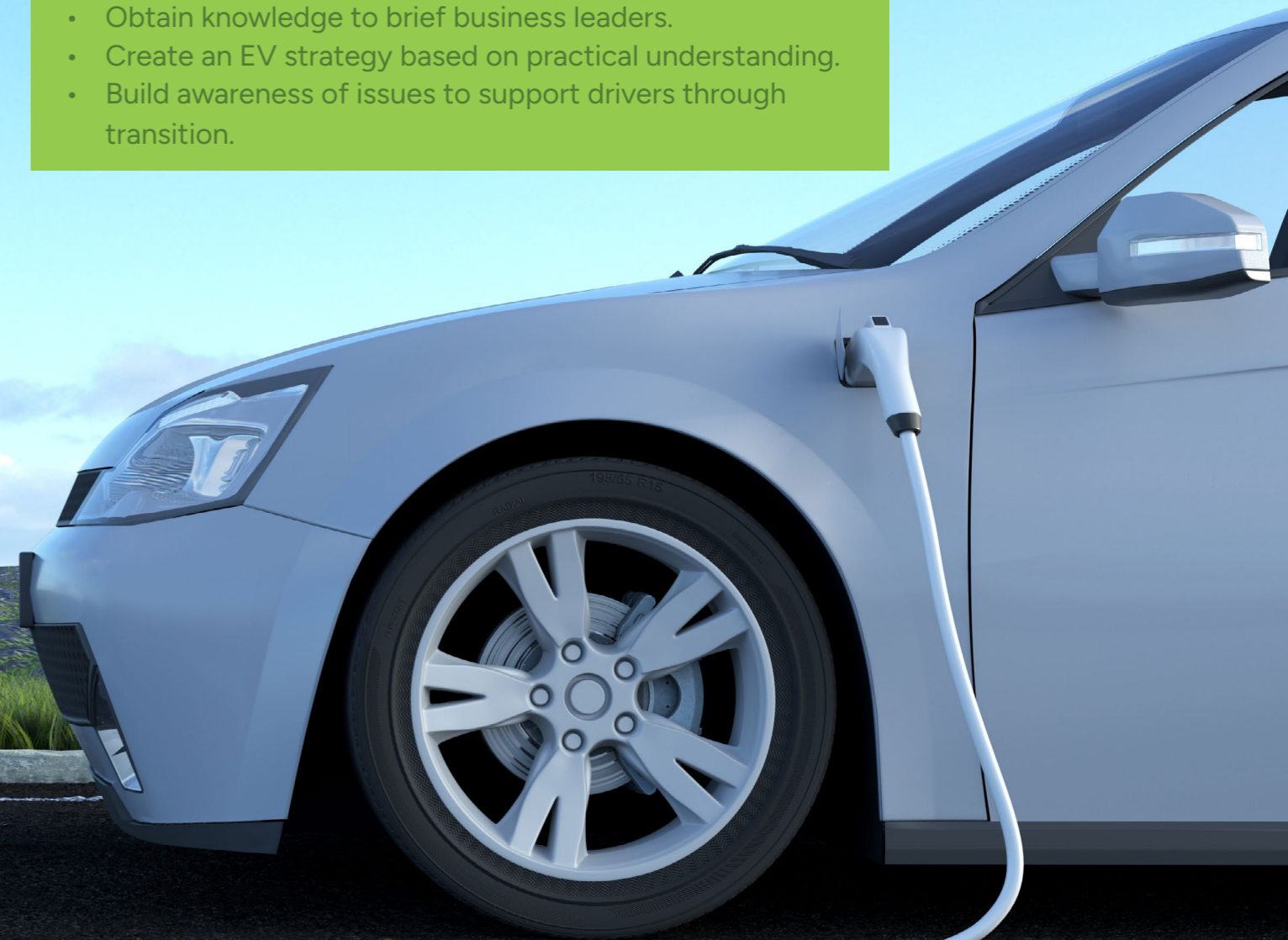
Fleet managers will be the driving force of change as the UK switches to electric vehicles and in the new transport landscape, expert knowledge will prove vital.

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](mailto: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.

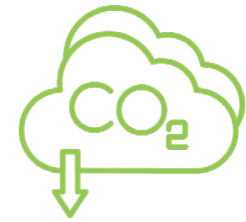
EV:IE gives simple, actionable insights derived from a wealth of complex data that it can analyse. The unique vehicle evaluation tool provides a solid platform on which fleet managers can build their EV strategy.

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](mailto: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](mailto:vehicle.sales@reflexvehiclehire.com)