

JULY 2024



FLEET INDUSTRY INSIGHT

MEET THE TOYOTA PROACE CITY ELECTRIC
REFLEX COMPLETE HUGE CHARITY WALK
WHAT THE ELECTION MEANS FOR FLEETS

FLEXI NEWS



REFLEX 111-MILE WALK

Four marathons in four days, the team completed a monumental challenge and managed to raise £5,000 for Mind, mental health charity



A NEW LABOUR GOVERNMENT

With the election results in, let's find out what the key issues are that the fleet sector want the new Labour government to address



ELECTRIC VEHICLE FEATURE

Find out our honest thoughts and opinions on the Toyota Proace City Electric with our in-depth Road Test Review

INSIDE THIS ISSUE

INDUSTRY
INSIGHTS:
A NEW LABOUR
GOVERNMENT

03

REFLEX
RENEWABLE
DRIVE

04



REFLEX'S
111- MILE
WALK FOR
MIND

08

VAN TOOLS:
10 WAYS
TO TACKLE
THEFT

10

INDUSTRY
INSIGHTS:
CLEAN AIR DAY

11

REFLEX
VEHICLE
SALES

12

COMMUNITY
SUPPORT

14

AWARDS &
ACCOLADES

15

INDUSTRY
INSIGHTS:
FLEETS
& ARTIFICIAL
INTELLIGENCE

16

MENTAL
WELLBEING

18

CHARITY
PARTNERSHIPS

19

NEW STARTERS
& ROLE
CHANGES

20

JOB
VACANCIES

21



FLEXI NEWS

INDUSTRY INSIGHTS



WHAT DOES THE NEW LABOUR GOVERNMENT MEAN FOR FLEETS?

Transport Secretary, Louise Haigh will be guided by Labour's manifesto Commitments, which are based on **Driving a Growing Economy: Labour's Plan for the Automotive Sector**, published in October 2023.

What has Labour promised fleets so far?

> **Restore the phase-out date of 2030 for new cars with internal combustion engines (ICE).** Labour previously described the Conservative's decision to push back the phase-out date to 2035 as a "huge setback for manufacturers who will have spent enormous amounts of money and time on the basis of these targets".

> **Accelerate the roll out of electric vehicle (EV) charge points.** Labour said it would provide "reliable charging networks in every part of the country". It also said it wants to remove "unnecessary planning barriers" for rapid chargers, and work to expand grid capacity to "allow businesses to install their own charging infrastructure for their fleets more quickly".

> **Implement a standardised battery health certification scheme for used EVs.** Labour believes that this is "the best driver to stimulate demand".

> Allocate £1.5 billion to new gigafactories.

Labour said that it "knows that future electric vehicle manufacturing will migrate to where electric batteries are being made" and that "building British capacity at pace has to be central to our plans for the sector".

> **Replace the Apprenticeship Levy with a Growth and Skills Levy.** This could help address the skills gap identified by the Institute for the Motor Industry (IMI), who predict a shortfall of 25,100 EV-trained TechSafe technicians by 2030.

> **Allocate £500m to support the manufacturing of green hydrogen.** Labour indicated that it would be "technology-agnostic" with its long-term planning and that it doesn't want to "stand in the way of the development of alternative solutions alongside lithium-ion battery capabilities, including hydrogen".

Although not specifically mentioned in its manifesto, Labour's automotive sector plan also included:

> **Introducing an Electric Vehicle Confident labelling requirement on new EVs.** This would give information on the carbon footprint of the vehicle's production and usage relative to an ICE comparison, the real-life range of the vehicle's battery in different settings, and the expected life of the battery.

> **Improving the accessibility of chargepoint data.** Building on the Public Charge Point Regulations, Labour said it would set "quality standards for information provided on charging apps so that drivers know with confidence that a chargepoint is available or out of order before travelling to the location".

What are the key issues the fleet sector wants Labour to address?

> **The transition to electric vans.** With challenges around price, payload, range and charging infrastructure, fleets will want the Labour government to clarify whether the 2030 ICE phase-out date applies to vans and how it will be supporting the sector.

> **Clarification about the ZEV mandate.** Alongside clarifying the phase-out date for ICE vans, the fleet sector wants certainty about the Zero Emission Vehicle (ZEV) mandate, which became law under the Conservatives. It's not clear whether Labour will change the annual targets.

> **Benefit-in-Kind (BIK) tax beyond 2027/28.** The Association of Fleet Professionals (AFP) points out that businesses running company cars don't know the tax rate their drivers will be charged towards the end of the decade and wants Labour to include extended tax tables in its first Budget or fiscal statement.

> **EV incentives.** There are calls for the new government to stimulate the used EV market through grants or low-cost loans. Other incentives include a VAT cut on public charging to 5%. It's unknown whether Labour has plans to reinstate the plug-in car grant for new EVs or what will happen to the plug-in van grant and the workplace charging scheme after March 2025.

> **Fuel prices.** In March 2024, Conservatives announced a fuel duty freeze for the 13th year in a row and the now prime minister Keir Starmer supported the move. The fleet sector, particularly van fleets which are still predominantly diesel, want to know whether Labour will continue this approach.

REFLEX RENEWABLE DRIVE

MAKE THE SWITCH



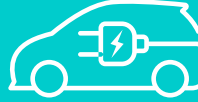
PUTTING FLEET IN THE DRIVING SEAT OF THE TRANSITION TO ELECTRIC VEHICLES

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.

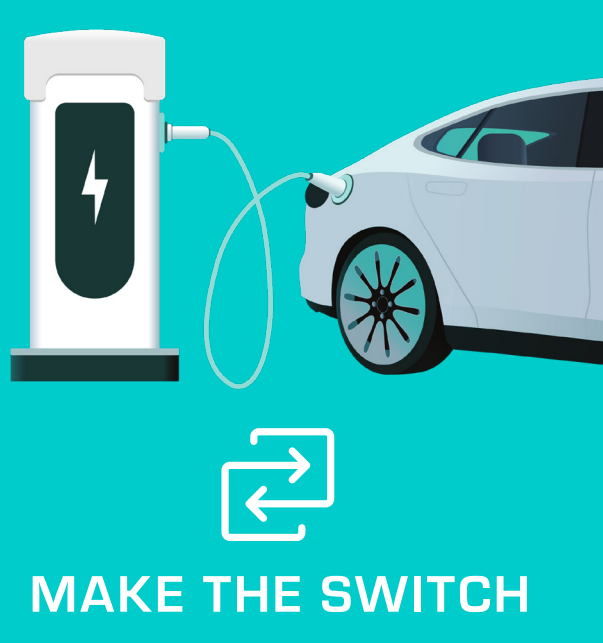
In the public sector; the change will be even more rapid, with the Government planning to make its 40,000 vehicle fleet zero emission by 2027. Fleet managers will be the driving force of change as the UK switches to electric vehicles and in the new transport landscape, expert knowledge will prove vital.

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.

SUSTAINABLE VEHICLES



FIND THE RIGHT FIT



THE RENEWABLE DRIVE PROGRAMME

Test drive programme for electric vehicles

Vital fleet exposure to new technology

First-hand driving experience for fleet managers and drivers

Create a valuable feedback loop with OEMs and suppliers

Expand experience of EV operations

Obtain knowledge to brief business leaders

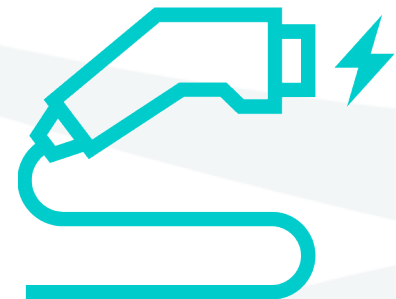
Create an EV strategy based on practical understanding

Build awareness of issues to support drivers through transition

TO REQUEST A ROAD TEST* EMAIL:
marketing@reflexvehiclehire.com

EV:IE ZONE

ELECTRIC VEHICLE INFORMATION EXCHANGE



DEMONSTRATES CO₂ REDUCTIONS



IDENTIFY SUITABLE EV ALTERNATIVE



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

BOOK A CONSULTATION WITH OUR IN-HOUSE EV EXPERTS AND START YOUR JOURNEY TODAY:
evie@reflexvehiclehire.com

BUILD INTERNAL EV STRATEGY



INTEGRATED WITH TELEMETRY



CLEAR COST COMPARISON



EDUCATED FLEET OPERATORS



EV:IE supports fleets as they transition from internal combustion engined (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.

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

“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

EV FEATURE:

TOYOTA PROACE CITY ELECTRIC

A COMPELLING SMALL ELECTRIC VAN CHOICE, WITH A BIG BATTERY

OVERVIEW

To survive in the world of work, electric vans must be fit for purpose. That means delivering a lifetime of load hauls and job calls without fail.

So that companies can be sure an electric vehicle is tough enough to cope, we offer the Reflex Renewable Drive programme, through which businesses and fleet managers can test drive a range of electric vehicles so they are fully briefed on each model's capabilities.

The Reflex team use the programme to ensure they also have hands-on experience of how vehicles perform in typical business use.

The Toyota Proace City Electric is our latest review model and a key contender in the manufacturer's line-up, as it competes in the demanding compact van segment.

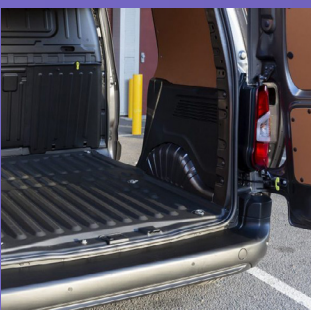
It follows the launch of the larger Proace Electric medium duty van and comes in standard and long wheelbase formats.

- > **Sprint (0-62mph): 11.2 secs**
- > **Range (full charge): 160 miles**
- > **Battery capacity: 50 kWh**
- > **Payload (up to): 800 kg**
- > **Towing capacity (up to): 750 kg**

ELECTRIC
VEHICLE
FAQ'S



ELECTRIC
VEHICLE
MYTHBUSTERS



PERFORMANCE & DRIVE

On the road, the benefits of electric propulsion become clear. The Toyota offers a nice smooth drive, while the controls are simple to use, reducing driver stress.

In place of a gear lever, the Proace City Electric has a toggle switch on the centre console to engage Park and select Drive, Neutral or Reverse. Another switch offers Eco, Normal and Power drive modes.

Peak output in Power mode is 134bhp, but electric energy is more about pulling power, with a maximum of 260Nm of torque available.

While the van has a top speed of 83mph and 0-62mph acceleration of 11.2 seconds, this means you spend more time at the charging station. Instead, efficient driving will maximise the van's potential to achieve its official economy (around 3 miles per kWh). The van handles well, with the battery hidden beneath the floor giving it a low centre of gravity. A small turning circle is handy in urban areas.

PRACTICALITY

Toyota points out that its practicality for work is not compromised by the electric powertrain, as it can match the diesel variant for payload, with up to 800kg and 750kg towing capacity. Opting for the long-wheelbase version reduces the payload by 50kg, but you get the maximum 4.4m³ space in the back compared to 3.8m³ in the short wheelbase version.

The load space extends with a 'Smart Cargo' system, fitted as standard to all versions, which offers a folding passenger bench and through-loading facility.

TECHNOLOGY

Toyota has fitted plenty of equipment to the Icon trim to make time behind the wheel less demanding, including cruise control, an adjustable speed limiter, front and rear parking sensors, reversing camera, and tyre pressure warning system.

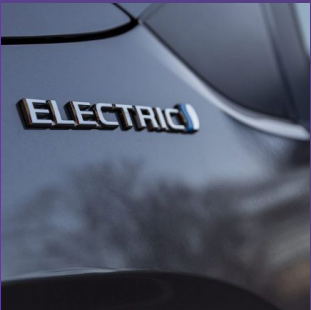
Creature comforts mirror the diesel model, with an eight-inch touchscreen and smartphone integration with Apple CarPlay or Android Auto, DAB reception and Bluetooth, plus two USB ports.

There is a growing number of rivals to the Proace City Electric including the Renault Kangoo E-Tech, Mercedes eCitan, Nissan Townstar and Maxus E Deliver 3. There is also a trio of challengers from Stellantis, which use the same platform as the Toyota - the Citroën e-Berlingo, Peugeot e-Partner and Vauxhall Combo Electric. Each variant has its own merits, with the Toyota standing out for standard equipment levels.

SUMMARY

Overall, I really like the comfort and space offered by the Kangoo, especially the heated seats and steering wheel. I would prefer a less sporty setup for the suspension based on my specific uses for the van, and less intrusive safety features, especially the head-up display.

However, the Kangoo offers a different choice to some of the more established competitors, great build quality and an element of exclusivity that will help you stand out from the crowd on the road. Downside is the expensive price tag.



GIVING BACK TOGETHER:

REFLEX'S 111-MILE WALK FOR MIND



DAY 1: LONDON TO ST. ALBANS (26.2 MILES)

Back in August 2020, we introduced a team of Mental Health Champions, reinforcing our commitment to mental health with enhanced initiatives in the workplace. To further demonstrate our commitment, Mental Health Ambassador, Charlie along with other Reflex staff undertook an 111-mile walk from Mind HQ in London to Reflex HQ in Loughborough during Mental Health Awareness Week, 13th-17th May.

The walk commenced at Mind HQ in London, with spirits high as Charlie Cavers, Key Account Manager, and Claire Thorpe, Technical Services Administrator, set off on the first leg to St. Albans.

Covering a marathon distance of 26.2 miles, the day presented its challenges early on.

Unfortunately, Claire had to stop halfway due to medical reasons, but Charlie persevered, completing the day's walk solo at around 4:50pm.

With regular check-ins from Nik Malyon, who followed the team in a welfare vehicle stocked with essentials such as blister patches and protein bars, Charlie remained supported and safe.



DAY 2: ST. ALBANS TO MILTON KEYNES (28.2 MILES)

On the second day of the journey, Operations Director, Martin Tyers joined Charlie for a challenging 28.2-mile stretch to Milton Keynes.

The weather turned, bringing rain which made the walk more demanding as they navigated sodden ground and tall grass.

This route was the hilliest of their trek, causing blisters to form on both Charlie's and Martin's feet.

Despite these wet and difficult conditions, they persevered and successfully reached Milton Keynes in good time.

Their determination and resilience were truly put to the test, highlighting their commitment to the cause.



THANK YOU TO OUR SPONSORS

DAY 3: MILTON KEYNES TO LUTTERWORTH (28.2 MILES)

On the third day, Sales Support Executive and Account Manager, Priya Keshwala joined Charlie for the journey.

Priya came well-prepared with essentials such as foot masks, walking boots, breathable socks, sugary snacks, and baby powder.

The route from Milton Keynes to Lutterworth was the most scenic, passing through fields dotted with cows, sheep, and horses.

By the end of the day, they reached Leicestershire around 5pm in high spirits, eager for the final stretch.

The beautiful scenery and Priya's preparedness made this leg of the journey memorable and enjoyable for Charlie, even though she was well into the 80-mile mark by now.



DAY 4: LUTTERWORTH TO LOUGHBOROUGH (27.9 MILES)

On the fourth and final day, Sales Director and Co-owner, Lisa Spong joined Charlie for the last leg of the trip, which saw the team trek 27.9-miles from Lutterworth to Loughborough.

The day began with wet and foggy conditions, adding to the challenge. Despite the miserable weather, it didn't dampen their spirits and the morale remained high, with the team eager to reach home ground.


The pair arrived at Reflex HQ at around 3pm, where a cheering crowd of colleagues, friends and family had gathered to welcome them home.

They crossed the finish line met with enthusiastic support and loud applause. Charlie had completed a monumental journey, marking a triumphant end to the team's impressive effort.




VAN TOOLS:

10 WAYS TO TACKLE THEFT




FIT ALARMS AND LOCKS

If your vans don't have a factory fitted alarm as standard it's a worthwhile investment. For additional security, you could consider deadlocks or slamlocks. Deadlocks are controlled by the driver whereas a slamlock automatically locks the vehicle when the door is shut. At Reflex, we can equip all our vans with deadlocks or slamlocks as an additional security measure.




PARK SMART

Advise your drivers to park in busy, well-lit areas which have security cameras, if possible. They may also be able to prevent their van from being broken into by parking next to a wall so that the rear or side doors are harder to access.




REMOVE TOOLS FROM VANS

More than half (56%) of tool thefts from a vehicle occur at night* so if your drivers take their vans home or have to stay overnight somewhere for work, advise them to remove the tools from their van, if possible. It's a good idea to put stickers on your vans to say that no tools are left in the van overnight.




SIGNAL BLOCKING

If your vans have keyless entry, ask your drivers to put the key fob in a signal blocking pouch (also known as a Faraday bag). This can prevent thieves from cloning the key's signal to open the van.




TOOLS IN LOCKED CHEST

Store tools in a high security lockable chest which can be bolted down to the vehicle cargo floor. Look for one which has been approved by an accredited body. To deter thieves from breaking into your vans, display a sticker to say that tools are kept in a high security tool chest.




FIT TRACKERS TO TOOLS

You can fit trackers to your tools, which can help recover them if they're stolen. Reflex offer MagTrack, a magnetic asset tracking device, which combines GPS tracking with cell-ID based location information, providing a reliable secondary tracking option when GPS is unavailable. As long as your tools have a magnetic part, MagTrack can be attached to them.




MARK TOOLS

Put asset stickers on your tools with company name and address on. This makes the tools less desirable as even if the thieves manage to remove the asset stickers it may be noticeable that they have been scratched off. Alternatively, you could invest in a forensic marking solution. This will mean each tool has a unique signature and the police can trace the tool back to you.




REGISTER TOOLS

Take photos of tools and register them for free online with the Immobilise National Property Register, which is supported by the UK police and other law enforcement agencies. You will need to provide tool details such as type, make, model, description, markings, date purchased, purchase cost, and identification codes such as the tool's serial number or asset label.



CCTV INSIDE VANS

To capture any activity in the back of your vans you could fit CCTV cameras inside. This means that if one of your vans is broken into the police are likely to get a good image of the suspect for recognition purposes.



TOOL INSURANCE

As well as van insurance you could take out insurance for tools. Look for a policy which covers tools overnight, regardless of their location. It's also a good idea to keep an inventory of all the tools, their serial numbers, calibration certificates and proof of purchase should you need to prove to your insurer how much the tools were worth.

TIPS & TRICKS

INDUSTRY INSIGHTS



REFLEX SUPPORTS CLEAN AIR DAY'S CALL FOR ACTION ON VEHICLE POLLUTION

There's no escaping the fact that transport is one of the biggest contributor of greenhouse gas emissions in the UK and has been since 2016, according to data from the Department for Transport.

Cars and taxis make up the majority of transport emissions, followed by vans and HGVs, so it's clear that as a flexible rental provider of cars and vans we have an important part to play in helping to reduce emissions from our vehicles.

We support the call from Global Action Plan - the environmental charity behind Clean Air Day - for the next government to take urgent action so everyone in the UK can breathe cleaner air by making walking, wheeling and cycling safer, and ensuring that we can all access reliable, affordable and efficient public transport.

But we also recognise that a vehicle is sometimes the best or only option for a journey.

In those circumstances, switching from a diesel or petrol vehicle to an electric one or car sharing makes a positive difference.



Our green company car policy states that all staff vehicles must be at least a plug-in hybrid electric vehicle (**PHEV**) but preferably a full electric vehicle (**EV**) when their company car is due for replacement.

At the end of 2023, 57% of our own fleet were plug-in hybrid electric vehicles or pure electric, up from 25% in 2022, in line with our policy.

We have invested £40,000 to roll out brand new electric vehicle charging points at our offices to support the increase in electric vehicles on our fleet. All three Reflex office locations now have brand new electric chargers.

Where we have installed staff home charge points, we have partnered with eFaraday, who plant trees alongside Ecologi for every installation, helping to offset a portion of our carbon footprint.

We offer customers trials of electric vehicles through our Reflex Renewable Drive Programme.

Since launch in 2020, more than 40 trials have been completed, giving customers valuable first-hand experience.

We are supporting fleet managers to determine which vehicles they can switch from fossil fuel to zero emission alternatives through our EV:IE (Electric Vehicle Information Exchange) tool.

Once fleet data is added to our platform it cross checks daily driving patterns with EV range, analyses charging requirements, provides a detailed cost comparison between ICE and EV models, and a calculation of potential CO2 savings.

Customers from a variety of industries, including logistics and construction, have been through our EV:IE programme in the past 18 months and now have EVs on hire from us.

Airport logistics specialist Amalga used EV:IE to review the market and source its first electric van.

On our commercial fleet, we are using a fully-electric EV:IE sign written Mercedes-Benz eVito to perform deliveries/collections that fall within a 50-mile radius.

This is part of our long-term commitment to electrify our van fleet.

HOW ELSE ARE WE HELPING TO REDUCE POLLUTION?

> We've improved our waste management programme to become a gold standard recycling site. Carbon emissions from waste processing across sites have been calculated per ISO14064 and offset through gold standard verified projects, meeting PAS2060 standards. In 2023, we achieved outstanding recycling results: 97.47% of our Dry Mixed and General waste was recycled, 2.35% was recovered for further use, and only 0.18% ended up in landfill.

REFLEX OFFER A WIDE VARIETY OF
QUALITY USED VEHICLES FROM AN ARRAY
OF MAJOR MANUFACTURERS.

REFLEX VEHICLE SALES

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COMMUNITY SUPPORT

HAVING A TEE-RIFIC TIME



17TH MAY: MORSON CHARITY GOLF DAY

Reflex had the pleasure of attending Morson Groups annual charity golf day at Delta Hotels by Marriott Worsley Park Country Club in support of their two 2024 charities, Dementia UK and Crohn's & Colitis UK.

Clients and suppliers joined for an afternoon of golf in the sunshine and awards ceremony for the winners of special games and challenges.

They then ran their charity auction, with prizes generously donated from suppliers and partners to raise additional funds.

The London charity golf day raised over £14,000 for Dementia UK and Crohn's & Colitis UK.

Reflex team members Richard Pyle, Josh Howell and Steve Sharp had a fantastic day and were honoured to be invited to the event.



4TH JUNE: KWIK-FIT CHARITY GOLF DAY

Reflex Owner, Oliver Waring and Operations Director, Martin Tyres attended Kwik-Fit's charity golf day at Woburn Golf Club in support of the Air Ambulances UK.

The donations supported 21 Air Ambulance trusts across the country, which play a vital role in carrying out critical care and saving lives.

Participants included Kwik Fit employees, those from its parent company ETEL, fleet customers, industry partners, and guests, all coming together for a tournament.

Participants had the unique opportunity to receive expert coaching from Andrew Murray, ex-European Open champion and golf course designer.

A whopping total of £62,500 was raised out of a £50,000 target.



MORSON GOLF DAY
EVENT RAISED OVER
£14,000



KWIK-FIT GOLF DAY
EVENT RAISED
£62,500



AWARDS & ACCOLADES



BARBARA COX AWARDS 2024

WOMAN OF THE YEAR

We're thrilled to share that our Sales Director and Co-owner, Lisa Spong, was named a finalist for the prestigious Barbara Cox Woman of the Year Award, celebrated on June 5th.

This award honours outstanding women in the automotive industry for their leadership, innovation, and inspiration.

Named in honour of Barbara Cox, a pioneer and advocate for women's contributions in this field, the award celebrates those who have made substantial impacts within their organisations and the broader industry.

This recognition not only spotlights individual excellence but also paves the way for future generations of women to pursue and excel in automotive careers.

Although Lisa did not win this time round, being shortlisted is a testament to her incredible contributions and the impact she has made.

Sam Panayides, Sales Director, Cox Automotive, said about the finalists:

"We're thrilled to reveal such a talent-packed lineup for the Barbara Cox 'Woman of the Year' Award 2024.

These six women and what they have achieved are the very essence of what the award is about.

They are inspirational, breaking barriers and garnering success in the automotive industry."

"The sheer variety of nominees this year is remarkable in terms of age, where they're based, what they do and how they are reshaping the sector for the better. They represent the full spectrum of ladies in the industry.

The judging panel will have an extremely tough decision to make on who the winner is. The shortlist collectively embodies the criteria guiding that choice: inspiring leadership, a commitment to innovation and giving back to their community or industry."

WHAT ADVICE WOULD YOU GIVE TO A WOMAN CONSIDERING A CAREER IN AUTOMOTIVE?

"My advice to women considering a career in the automotive industry would be to start small and aim big, work your way up. Sadly, there are still many organisations who lack support, coaching, mentoring, HR Policies and training for women. Be strong, educate yourself and others and try to influence the cultural change so that the doors open for more women to enter the automotive industry."

WHAT ADVICE WOULD YOU GIVE TO YOURSELF ON HAVING A SUCCESSFUL CAREER?

"Believe in yourself, don't let anyone make you feel like you can't, tell yourself you can. Do not be afraid to speak up ever."



INDUSTRY INSIGHTS



HOW ARTIFICIAL INTELLIGENCE (AI) TRANSFORMS VAN AND CAR FLEETS

Most people make use of Artificial Intelligence every day. In recent years, AI has transformed the ability to help businesses with its revolutionary advances.

Using ChatGPT to write business briefs and reports and create videos and content, the technology is developing at a lightning-fast pace.

So what can AI do for businesses to help them manage vehicles more effectively? Here are seven examples of how AI could transform the way you run your fleet.

Route optimisation

Route optimisation is the process of figuring out the best route for vehicles, such as courier vans, considering time, cost and other factors.

Machine learning and AI takes seconds to analyse real-time data, traffic conditions and customer availability.

Loading vehicles

Parcel delivery giant FedEx, revealed an AI two-armed robot called DexR that automates the process of loading delivery vehicles with packages. It decides how to pack the vehicle through cameras, sensors and AI software to make calculations every second.

Damage assessment

AI is set to transform the process of finding time to process the conditions of vehicles constantly in use.

Vehicles will drive through AI-powered scanners to generate an instant report, whilst analysing any damage and its impact on roadworthiness.

Amazon has implemented a system which can spot anomalies, such as tyre wear, body panel damage and issues with the underside of each vehicle. This ensures problems are caught before drivers take to the road.

AI can spot trends, such as whether the same type of damage keeps happening to a single vehicle or on a particular route.

Risk management

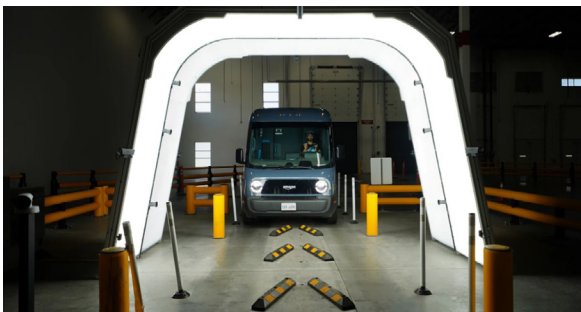
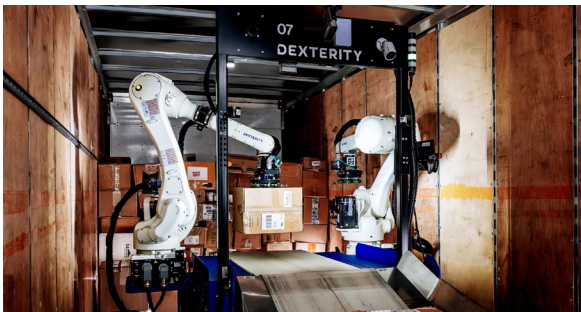
AI is transforming risk management on the road, with targets to recognise real-time hazards.

Reflex Vehicle Hire has implemented the use of AI in dashcams to automatically identify driving risks in real-time and generate alerts for managers.

As well as identifying phone and seatbelt use, the award-winning Flexicampro system recognises factors such as tiredness and driver distraction.

This greatly lowers risks for fleets to ensure 100% compliance with seatbelt use, 81% fall in speeding incidents, 61% reduction in driver distraction and 50% fall in driving while tired.

Overall, fleets report a 54% year-on-year fall in risk-related activity ahead of Flexicampro's deployment, as managers turn data into direct action to educate drivers about road safety.



Predictive maintenance

AI can save fleets money by identifying issues with parts before they fail and cause a breakdown.

This is achieved through predictive maintenance, which uses AI that is trained to detect signs of potential problems with a vehicle, based on telematics data.

By analysing this data, Fleet Managers are empowered to make proactive decisions regarding repairs.

Research has suggested AI could accurately predict almost half of all breakdowns.

Experts say this proactive approach transforms maintenance from a cost centre into a value-driven part of any business.

Driverless vehicles

The advent of the autonomous vehicle has been talked about for decades, but fleets are closer than ever to this vision becoming a reality.

The government has introduced a new Automated Vehicles (AV) Bill to set out laws concerning where responsibility lies when vehicles are driving themselves.

It says self-driving vehicles could help reduce deaths and injuries from drink driving, speeding and driver tiredness, with 88% of road collisions having human error as a contributory factor.

It comes as a growing number of new vehicles feature some element of self-driving, from lane-keeping assist to automated braking, acceleration and steering.

Tesla has been leading the way and reports that owners of its electric vehicles have driven a combined 300 million miles using 'Full Self Driving' capability.

Traffic management

Traffic lights can be a major cause of congestion if they are programmed incorrectly, causing fleets to lose valuable time and money while stuck in traffic.

Google has introduced a new service called Green Light which uses Artificial Intelligence and Google Maps software to solve the problem.

Green Light analyses driving trends data to model traffic patterns and build intelligent intersections.

These smart intersections are designed to optimise traffic flow, allowing vehicles to move more freely.

Early tests of the system suggest its ability to create waves of green lights achieves a 30% reduction in stops for drivers and a 10% reduction in emissions caused by idling vehicles.

Currently, Green Light is being tested at 70 intersections in 12 cities across four continents, benefiting 30 million vehicle journeys every month.

This innovative solutions has the potential to significantly reduce congestion, save time, and lower emissions, providing substantial benefits for fleets and drivers alike.



Artificial Intelligence has the power to reshape the world of business and transport, delivering efficiencies and insight that transform how we work and travel. The key to success is working with expert partners to discuss the potential benefits of technology and how it can be deployed most effectively, to benefit businesses, fleet managers and drivers.

MENTAL WELLBEING

MEN'S MENTAL HEALTH WEEK 10TH-16TH JUNE

In a male-dominated fleet industry, it's crucial to confront the alarming statistic that men account for 75% of suicides in the UK. This staggering figure highlights the urgent need for increased awareness, support, and intervention to address mental health issues among men.

The pressures and stigmas associated with mental health can be particularly pronounced in male-dominated environments, making it essential to foster a culture of openness and support.

To combat this issue, it's vital for everyone to take an active role in supporting their friends and colleagues. Regularly checking in with those around you, offering a listening ear, and providing support can make a significant difference. Encourage open conversations about mental health and remind others, as well as yourself, to seek help when needed.

We are proud to work with organisations such as Mind and Campaign Against Living Miserably (CALM), who are dedicated to providing support and guidance for mental health. They offer a wealth of resources and assistance to help individuals address mental health concerns. By partnering with these organisations, we aim to provide our staff and customers with the best possible support and information.



WORLD WELLBEING WEEK 24TH-30TH JUNE

At Reflex we understand that the positive wellbeing of our team is vital to creating a productive and positive work environment.

Reflex are committed to continuously supporting the mental and physical health of our team and community.

To ensure that our employees receive the best possible support, our internal mental wellbeing initiatives guided by our Mental Health Ambassador and Mental Health Champions aim to support and enhance the wellbeing of our employees, fostering a happier, healthier work environment.

Reflex have worked alongside Mind, mental health charity and Campaign Against Living Miserably (CALM) for some time now in order to offer guidance and resources to those who may need it most.

Mind provides valuable insights and support for mental health issues, while CALM focuses on preventing male suicide and promoting mental health awareness.

These collaborations allow us to offer comprehensive support to our employees, ensuring they have access to the best advice, resources, and assistance available.

CHARITY PARTNERSHIPS



VOLUNTEERS' WEEK: 3RD-9TH JUNE

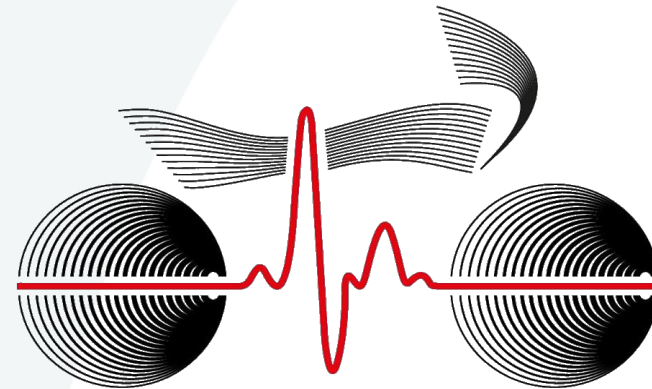


Volunteers' Week celebrates the amazing contributions volunteers make to communities across the UK.

Reflex celebrated our long-standing partnership with Leicestershire & Rutland Blood Bikes during this week.

We have proudly supported the organisation for many years, helping them deliver vital medical supplies and blood safely.

A huge thank you to all the volunteers who dedicate their time and energy to making a difference every day.



LEICESTERSHIRE & RUTLAND
BLOOD BIKES



RENEWING OUR PARTNERSHIP WITH BRAKE, THE ROAD SAFETY CHARITY

Reflex Vehicle Hire have been long-standing supporters of Brake, the road safety charity since 2017.

As a safety-focused business, we are delighted to work alongside Brake through our corporate partnership.

Laura Challis, Corporate Fundraising Manager at Brake said: "This is the 7th consecutive year that Reflex Vehicle Hire have chosen to partner with Brake and we'd like to thank them for renewing their partnership with us once again, underlining their commitment to making roads safer. Their continued funding helps us to continue campaigning for change, and we are very grateful for their support."

NEW STARTERS & ROLE CHANGES

NEW STARTERS



Glenn Fowler
Driver/Valet



Tanvi Pancholi
Digital Marketing Assistant



Stephen Salisbury
Rental Administrator



Ryan Goldie
Static/Mobile Technician



Raj Kanabar
Credit Controller



Mark Ainsworth
Technician



Ellenor Bulsara
Maintenance Controller



Adam Stevens
Maintenance Controller



Tiffany Hargreaves
Purchase Ledger Assistant



Priya Sachania
Central Services Administrator



Jai Patel
Reactive Maintenance Controller



Veer Ghelani
Reactive Maintenance Controller



Luke Chilley
Reactive Maintenance Controller



Matt Ritchie
Customer Service Representative



Jakub Stachura
Customer Service Representative



Wayne Simpkin
Installation Team Member



Ionel Traian Cindea
Installation Team Member



Sue Patterson
Technical Services Administrator



Claire Thorpe
Maintenance Desk Team Leader



Luke Bartley
Logistics Administrator



Paige Day
Rental Administrator



Mark Upton
Driver

ROLE CHANGES

JOB VACANCIES



At Reflex Vehicle Hire, we're not just any company - we've been named one of the **Top 1000 Companies that inspire Britain and Europe!**

We operate a fleet of approximately 4,300 vehicles and have a team of around 150 staff working together. Our Head Office is situated on a spacious 4-acre plot in Loughborough, serving as our central hub, along with two strategically placed operating depots in Manchester and Glasgow to ensure our services reach every corner of the map.

When it comes to careers, we're all about creating exciting opportunities for our people. With competitive pay, excellent benefits, and plenty of chances to develop new skills, we're dedicated to investing in our employees' growth.

We're also passionate about sustainability, inclusivity, and diversity. From eco-conscious practices to supporting our customers on their electrification journey, we're always striving to make a positive difference.

So, why not join us at Reflex?

**CUSTOMER
SERVICE
REPRESENTATIVE
(COATBRIDGE)**

**CREDIT
CONTROL
MANAGER**

**CENTRAL
SERVICES
ADMINISTRATOR**

**STATIC/MOBILE
TECHNICIAN
(COATBRIDGE)**

**MAINTENANCE
CONTROLLER**





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FLEXINEWS