

NORTHGATE ELECTRIC VEHICLE AND CHARGING BUNDLE CASE STUDY.

12
MONTHS+
AND FLEXIBLE
HIRE

CHARGING
UNITS
INSTALLED

OVER
410
EV + ICE
VEHICLES

NATIONAL SERVICE PROVIDER

ELECTRIC VEHICLES AND CHARGING INFRASTRUCTURE

An award-winning national service provider consisting of three leading brands, this UK company specialises in grounds maintenance. They also provide landscape construction services and pest control services.

THE CHALLENGE

The organisation has been a Northgate Vehicle Hire customer since 2018, with a total Northgate fleet of over 410 vehicles. The company, driven by its dedication to sustainability and desire to decrease its carbon footprint, while enhancing energy efficiency, has undertaken an electrification initiative. The business identified that approximately 50% of its carbon footprint stems from its lower mileage commercial vehicles, and fleet electrification was the best option to reduce this. The transitioning of their fleet to electric vehicles requires the installation of charging infrastructure across their sites, which would contribute to their priority target, which is to become Net Zero by 2030.

THE SOLUTION

Using the Northgate telematics system, an initial EV suitability analysis was carried out on priority vehicles to identify which could be transitioned to EVs based on the vehicles' utilisation. The first parameter assessed was

daily mileage, reviewing vehicles which travel less than 150 miles per day. Over the course of a year, focusing on various cost centres, Northgate also provided the company with guidance on producing a driver survey to assess other suitability criteria and to review where drivers could charge vehicles.

A further list of the company's wider fleet was tested thereafter to see which vehicles could be transitioned over time. The EV suitability test meant the right electric vehicles; eKangoo, eVito, e-Expert and LEVC were hired on 12months+ and Flexible Hire, to fit the company's needs.

This National Service Provider led the way in EV suitability days, with Northgate hosting their first mini-EV Day at the customer's midlands site. This event offered the company's drivers the chance to test-drive EVs and understand the benefits of fleet electrification. This was an informative day for the company that also gave Northgate the opportunity to assess the impact and relevance of such events. Later saw the launch of the Northgate Drive to Zero Open Days.

The organisation were invited to a Northgate Drive to Zero Open Day to learn more about how a green fleet can transform their business. This open day provided the opportunity for the company to engage with Northgate's in-house specialists - ChargedEV, - ask questions, explore the range of charging solutions and even test drive vehicles. This led to discussions about Northgate carrying out additional driver suitability days at the company's other national sites, using our driver survey to address any concerns, allowing Northgate to tailor future open days.

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THE RESULT

Initially, 135 vehicles were identified as having suitable ranges to be applicable for transition to EV. However, after further analysis of other suitability criteria, the list of target vehicles was whittled down to 30 strong contenders for viability to transition to EV. Northgate are now working with the company to finalise order numbers. To support the transition, Northgate have offered the company a no-fee swap out to move from ICE to EV long-term hires.

The company has also successfully implemented an EV company car policy, featuring a fleet composition of 87.5% electric and hybrid vehicles, with a significant majority being fully electric. This progressive initiative is a demonstration of the company's commitment to sustainability and its proactive approach to becoming more environmentally compliant through its ongoing transition to electric vehicles.

Consequently, these efforts have attracted more business and as a result, the company have more EVs on order and are also now looking at eTransit vehicles. Additionally, fuel usage has reduced per revenue unit for the third consecutive year due to the implementation of electrification. This highlights how successful electrification with Northgate has been.



"With a mission to reduce our carbon footprint and become Net Zero by 2030, Northgate have been a huge help in us working towards this. The friendly team provided in depth advice and support along the way which has helped reduce our costs and attract more business."

Plant Machinery & Fleet Manager

To find out how we can support you on the various stages of your electrification journey, contact a member of the team today.

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NORTHGATE
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