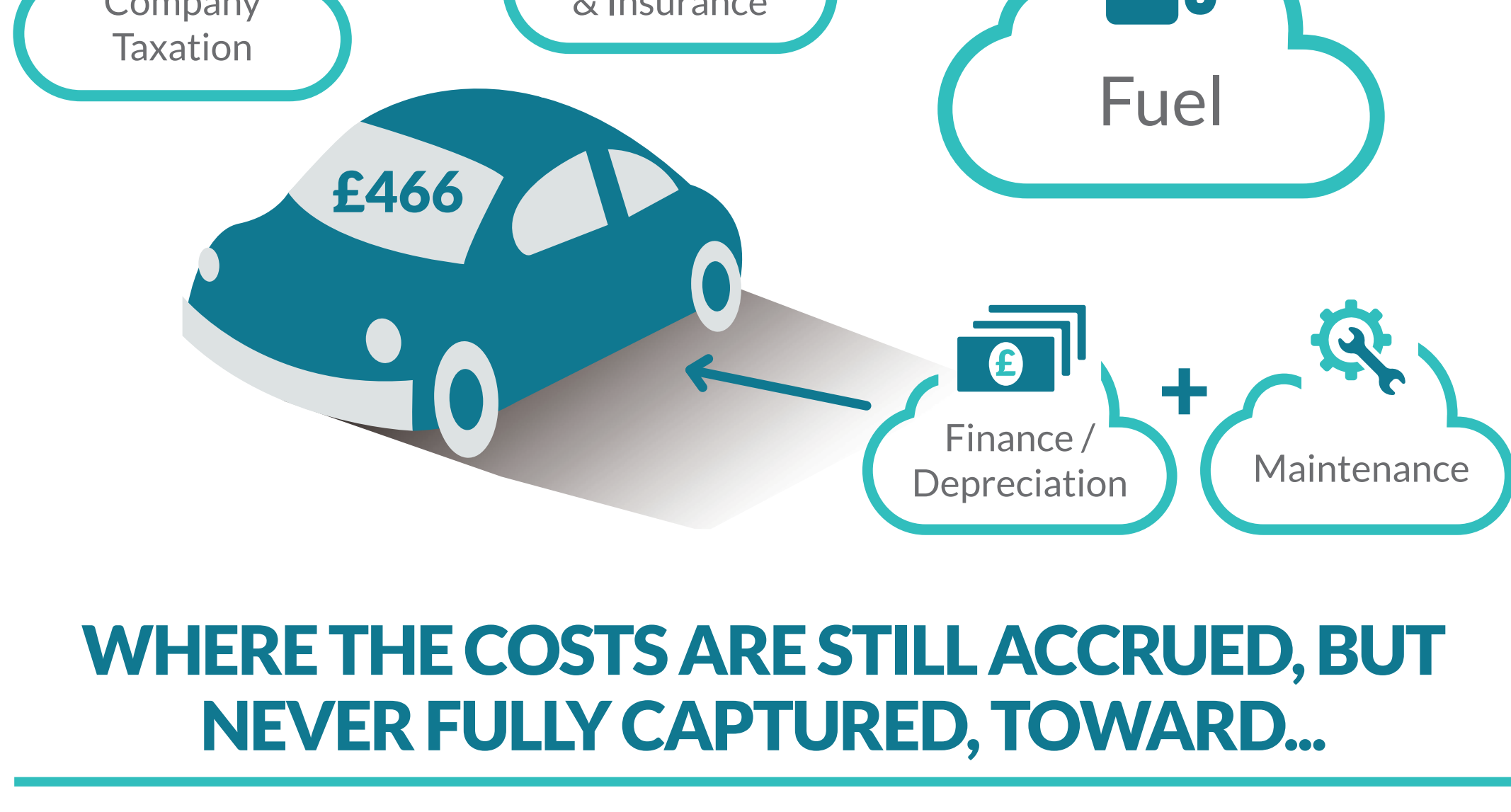




MANY FLEET OWNERS ARE MOVING AWAY FROM BASIC RENTAL



WHERE THE COSTS ARE STILL ACCRUED, BUT NEVER FULLY CAPTURED, TOWARD...



TOTAL COST OF OWNERSHIP

WHERE ALL THE ASSOCIATED COSTS ARE CAPTURED AND UNDERSTOOD GIVING BETTER CONTROL AND GREATER CLARITY OF THE TRUE COST OF OPERATING A VEHICLE

SO LET'S SEE IT PLAYED OUT IN REAL LIFE



This is Stan.
He works for Supa Tech. He drives a BMW 320i, but his family is growing so he wants a 5 series. He is not happy.



This is Sid.
He works for IT Wizards. He drives a BMW 520d. His family is also growing but thankfully he already has a 5 series. He is happy.

This is Supa Tech and IT Wizards.

Both companies run a similar sized car fleet. They employ similarly skilled people and offer similar pay grades. They are very similar.

However, IT Wizards has a more generous car policy, but at less cost than Supa Tech. How come? Well, let's explore!

Supa Tech

IT Wizards



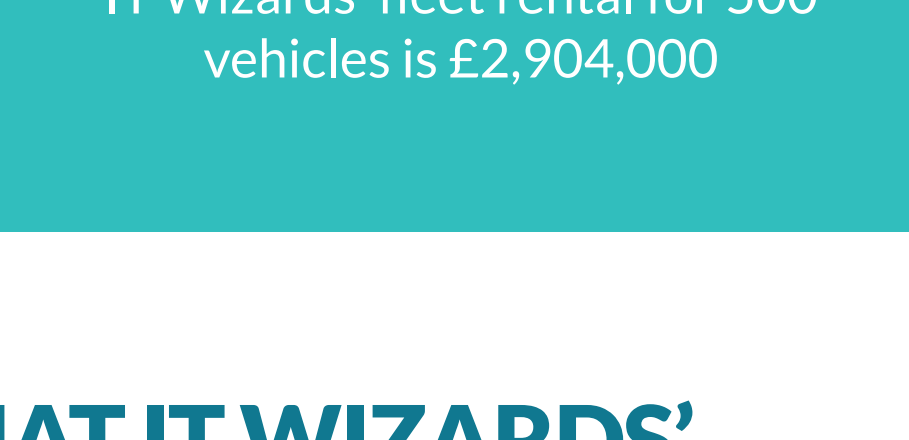
Stan's BMW 320i costs £466 per month which is cheaper than Sid's 520d.



Sid's BMW 520d costs £484 per month which is more expensive than Stan's 320i.



Supa Tech's fleet rental for 500 vehicles is £2,796,000



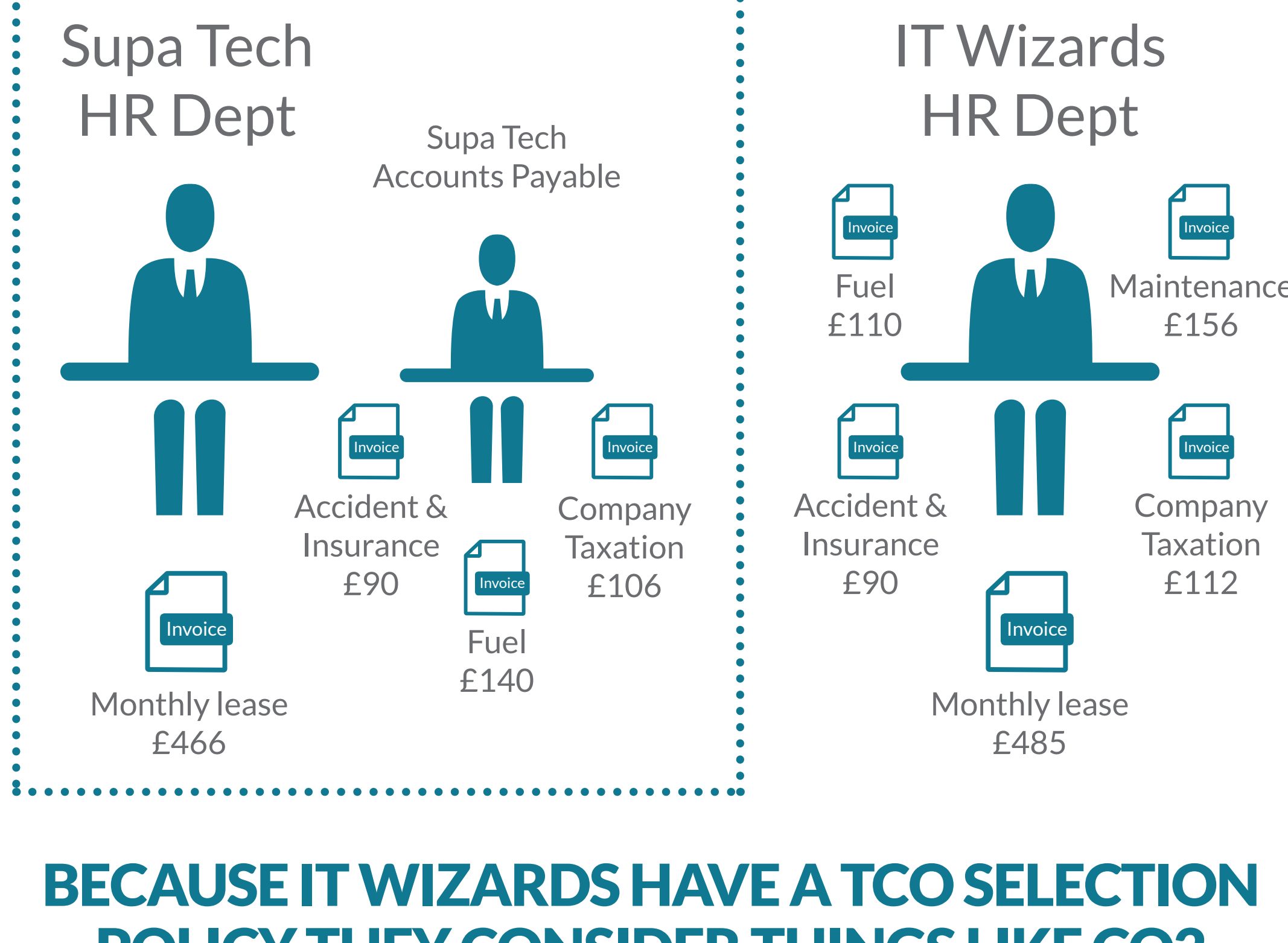
IT Wizards' fleet rental for 500 vehicles is £2,904,000

THIS SUGGESTS THAT IT WIZARDS' FLEET IS £108,000 MORE EXPENSIVE PER YEAR THAN SUPA TECH

Yes, we did say IT Wizards' was cheaper, so, again, how come

WELL, HERE'S THE BUT AND IT'S A BIG

BUT



BECAUSE IT WIZARDS HAVE A TCO SELECTION POLICY THEY CONSIDER THINGS LIKE CO2 EMISSION, WHICH INFLUENCES FUEL COST AND CORPORATE TAXATION.

SO

[all things considered]

Stan's BMW 320 costs Supa Tech

Sid's BMW 520d costs IT Wizards



= £802



= £797

WHICH MEANS

Supa Tech

IT Wizards



Supa Tech's fleet rental for 500 vehicles is £4,817,760

IT Wizards' fleet rental for 500 vehicles is £4,784,460

WHICH MEANS IT WIZARDS CAR FLEET ACTUALLY COSTS £30,300 LESS TO RUN THAN HIGH TECH'S

EVEN

THOUGH IT WIZARDS CAR FLEET IS WORTH £1,045,000 MORE THAN HIGH TECH'S.

GO FIGURE!

TCO is one of 5 smart policies that Fleetworx suggest will help companies "Reward Like a Heavyweight on a Middleweight Budget".

"Reward Like a Heavyweight on a Middleweight Budget" is an ebook that shows how to increase the company car reward package by up to 50% without increasing costs. The ebook is available as a **download** from www.fleetworx.com. If you would like further information about how to increase the value of your company car fleet then contact Graham Rees for an informal chat.