

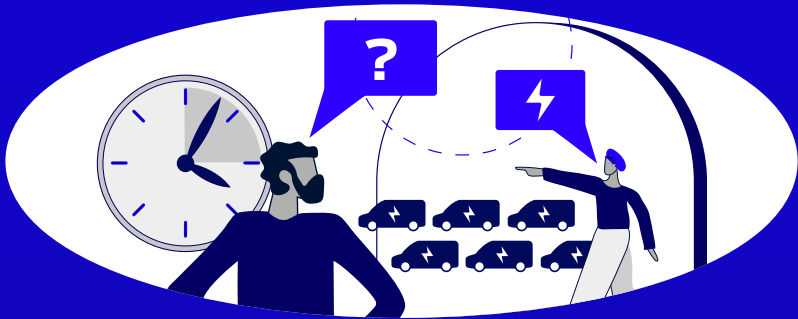


The Road to Better:

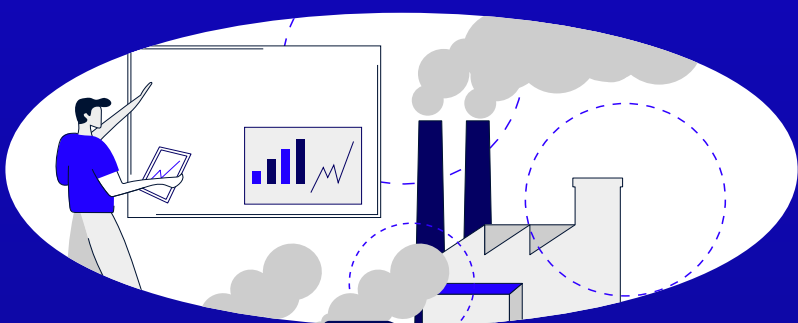
How small fleets can thrive in an electric future.



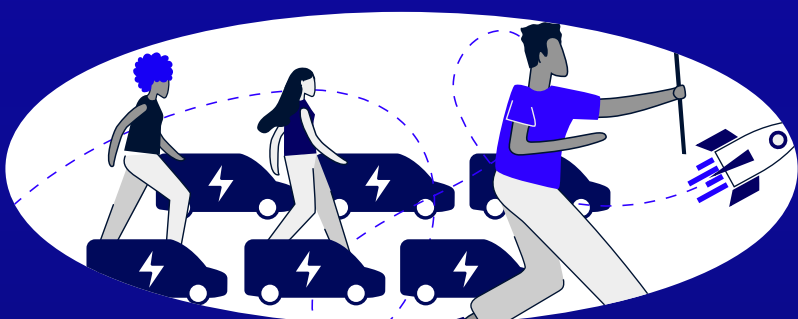
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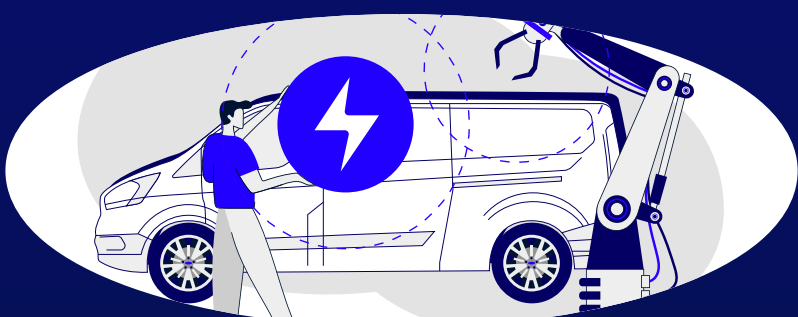
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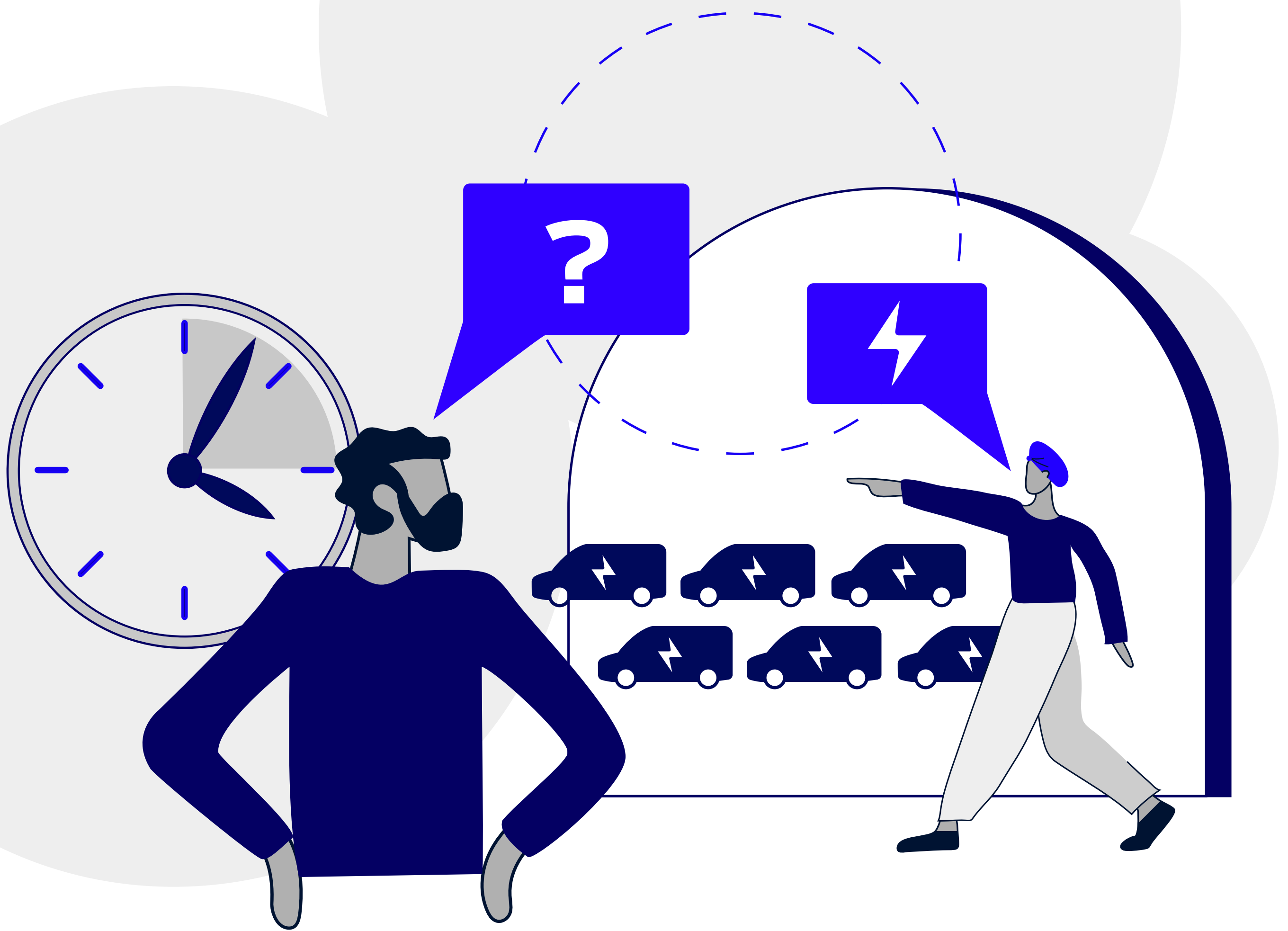
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1. Change is coming

Some of the world's largest vehicle hire, and delivery companies have started switching their fleets to electric.

But while big businesses may make it look easy to go electric, the truth is that it can be very different for small fleets. There are no clear guidelines on how to do it, and as a fleet owner, you might be left wondering how you'll afford the infrastructure to support EVs.

The good news is we're here to help you with exactly that. But first, let's explore why EVs have become such a big focus.



2. The state of play today

For decades, there have been talks of a future beyond fossil fuels. Especially for the transport industry, which is responsible for over a quarter of greenhouse gas emissions in the European Union (EU) alone¹.

Yet with new regulations being introduced which will ban the sale of internal combustion engine (ICE) vehicles, an all-electric future is coming around fast. So what does that mean for fleet owners – and why do such drastic measures need to be introduced?

Putting the brakes on emissions

It's no secret that greenhouse gas emissions are a key contributor to global warming.

Excess carbon dioxide (CO₂) emitted through human activities, such as burning fossil fuels through transport and industry, is a significant problem. While rapid deforestation removes lots of CO₂-trapping trees.

So governments across the globe have made it their mission to reduce emissions to help slow global warming down.

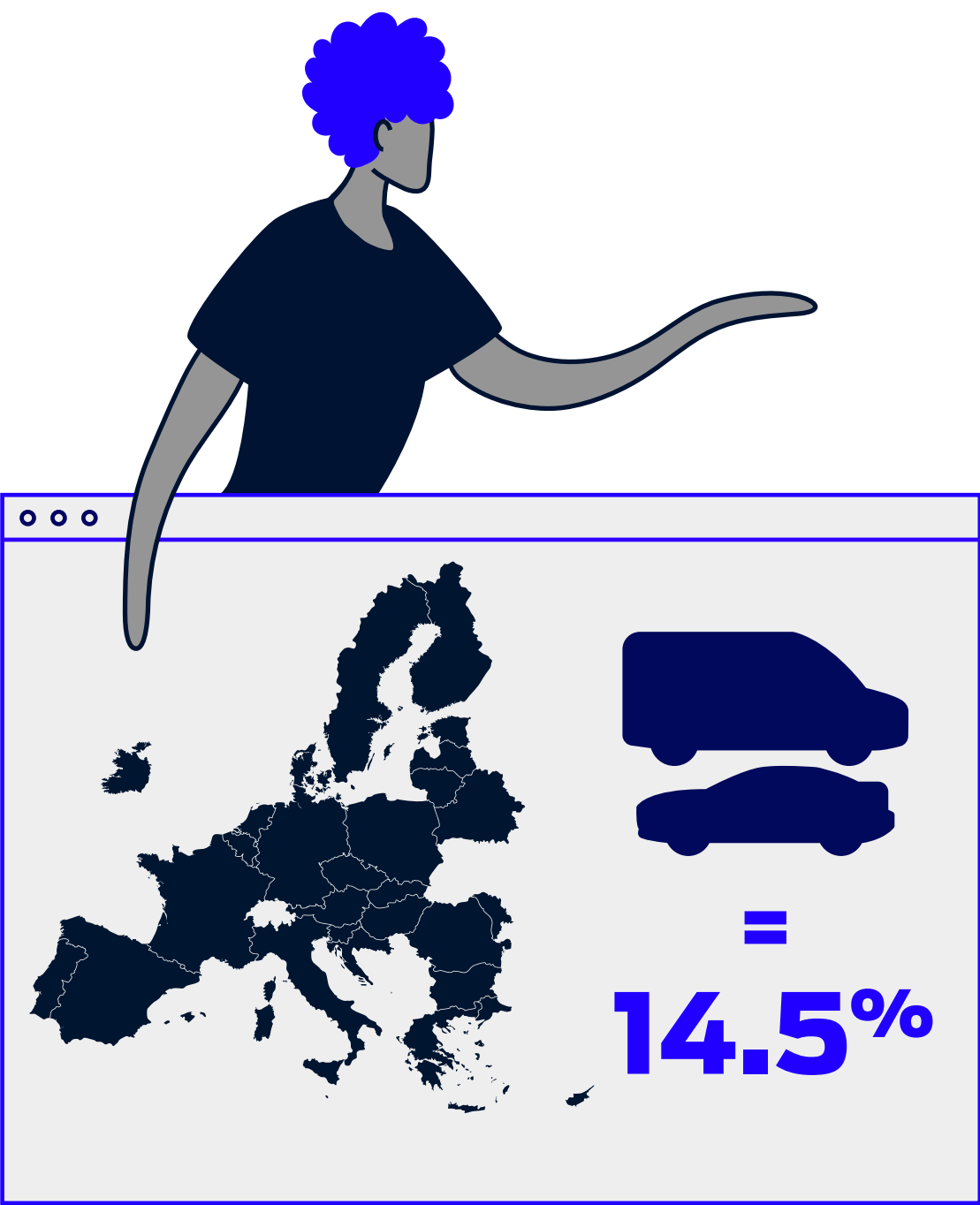


Let's focus on light commercial vehicles, or vans, specifically. As the lifeline for businesses across the globe, these vehicles are essential for carrying out day-to-day activities.

But there's a problem that needs to be addressed.

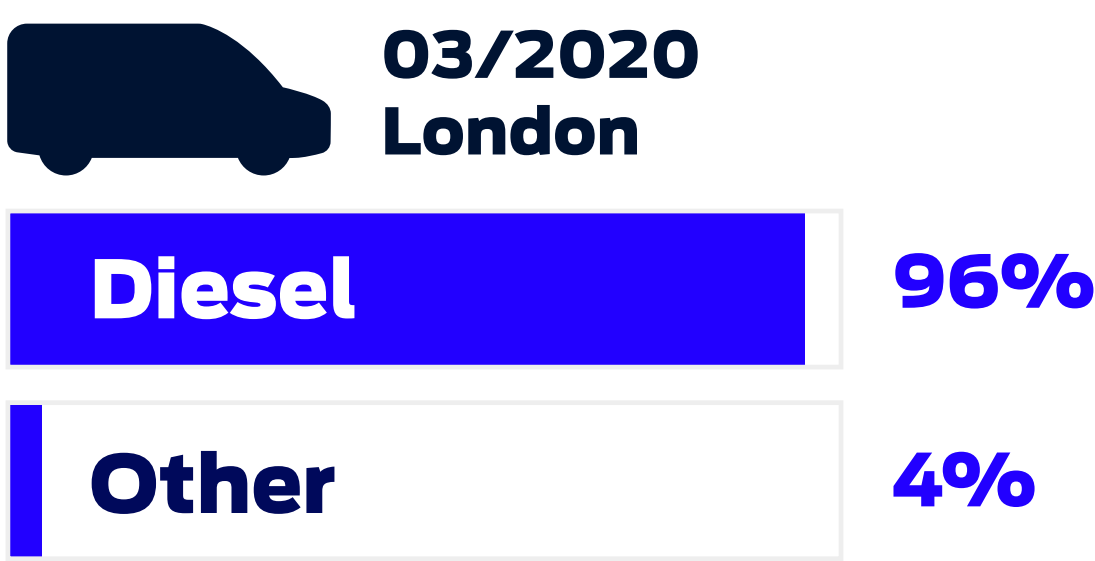
As businesses grow, van traffic continues to increase

A boom in online shopping, SME businesses and construction has led to increasing numbers of vans on the road. In the UK alone, van traffic is the fastest growing sector of road traffic². And with small and medium-sized enterprises making up 99% of all businesses in the EU³, there’s a lot of ground to cover.



Greenhouse gas emissions are continuing to rise

Every day the news seems to be filled with stories about the impact of rising emissions and climate change. Take the more extreme seasonal weather, with summer 2023 being the hottest globally on record⁴. And with cars and vans collectively responsible for approximately 14.5% of CO2 emissions in the EU⁵, it’s time we take action.



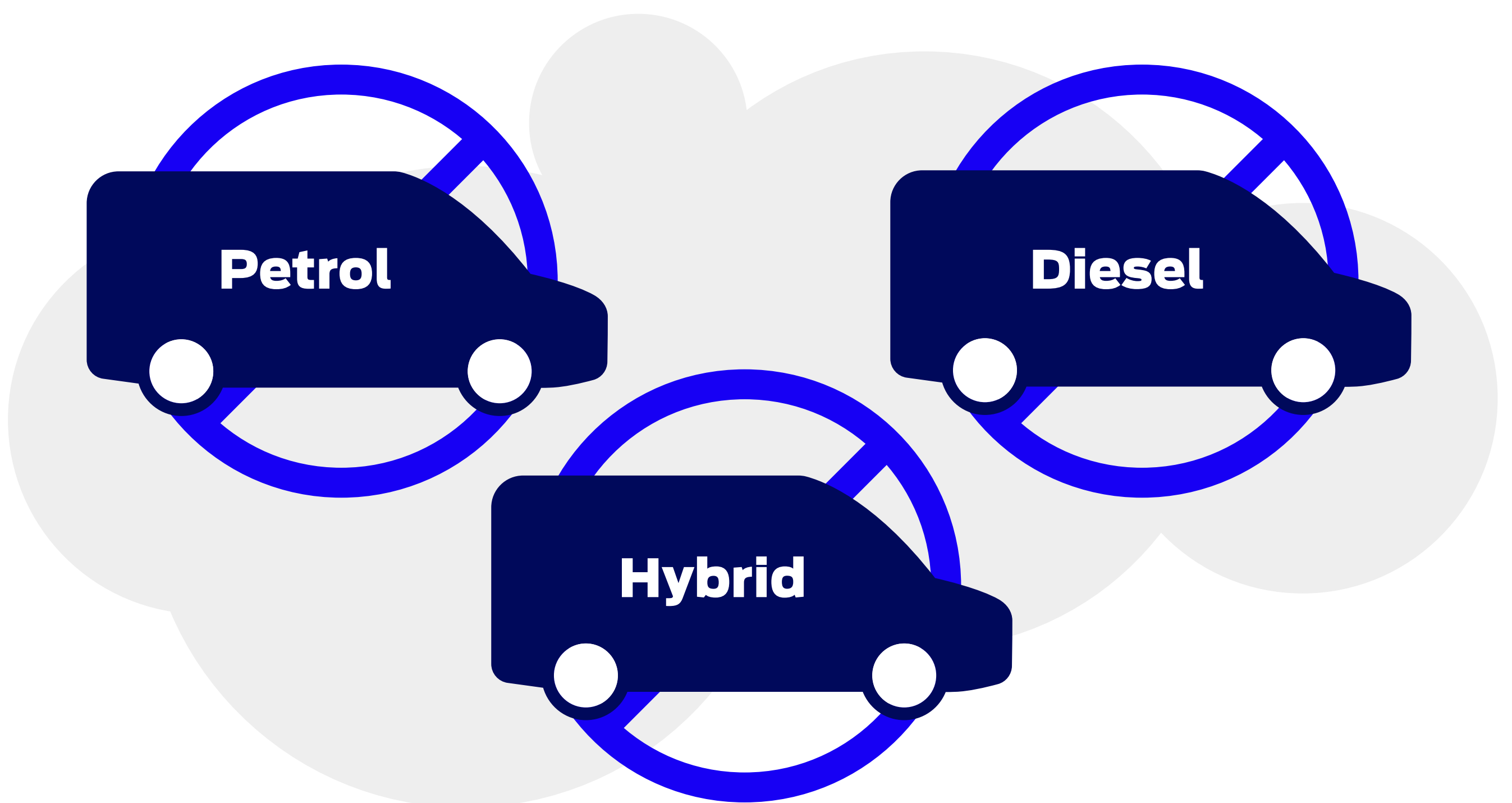
Air pollution in cities is reaching critical levels

As of March 2020, 96% of vans registered in London⁶ were powered by diesel. So it’s no wonder that London – and other cities across the world – have started to monitor and take action to improve air quality. Tragically, almost half of air pollution deaths from transport are caused by diesel emissions⁷.

A light at the end of the road

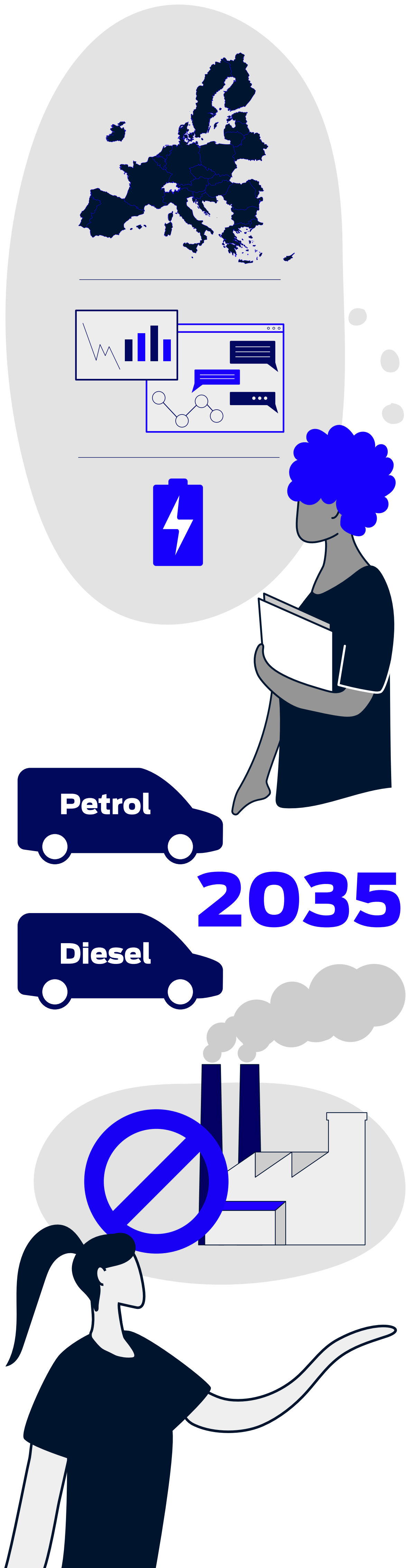
Here's what you need to know: in 2035, the EU will ban the sale of all new internal combustion engine vehicles. These are vehicles powered by fossil fuels, so petrol and diesel, and include hybrid electrics, too.

The 2035 ban is just one of many new initiatives aimed at curbing emissions, such as Regulation (EU) 2023/ 851 which introduces fleet-wide CO2 emission targets for the EU in 2025 and 2030.



With ICE vehicles having an over 100-year history, this is a major turning point for the transport industry. The goal is to encourage EV take-up, helping governments – and businesses – around the world to reach net zero emissions targets.

There are a few things to keep in mind, though:



Germany has resisted the ICE ban

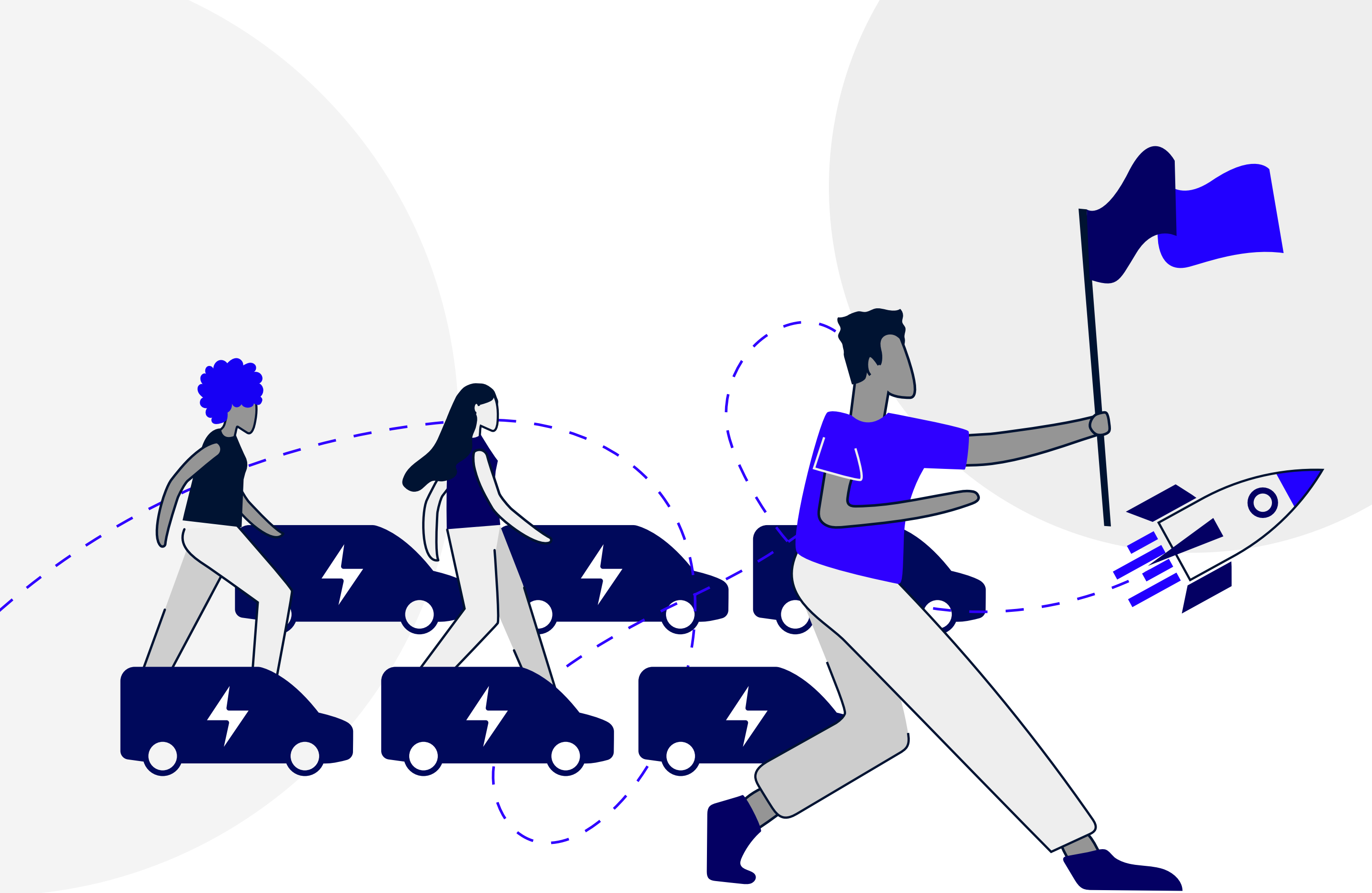
As Europe's largest producer of vehicles, Germany's deal with the EU^{8,9} allows the continued sale of ICE vehicles from 2035 if they run on e-fuels.

Countries outside the EU may have different rules

For European countries not in the EU, such as Norway, it's worth looking at how its proposed plans vary.

No vehicle owners will be able to escape the ban

The good news is we're all in it together. No matter the size of your business, the incoming ban on the sale of ICE vehicles is something we're all going to need to address.



3.

Accelerating towards electric

Whether you're motivated by your own carbon neutral targets, or conscious of upcoming regulations, there's never been a better time to get started.

Let's look at some of the benefits of electrifying your fleet:

Getting ahead of your competitors

Starting now could save you from rushing to catch up later.

Avoiding low emission zone (LEZ) charges

Many cities now charge ICE vehicles in LEZ or ultra-low emission zone (ULEZ) areas.

Helps meet carbon neutral goals

If your business relies on transport, EVs can help you reduce your driving emissions.

Parking perks in some areas

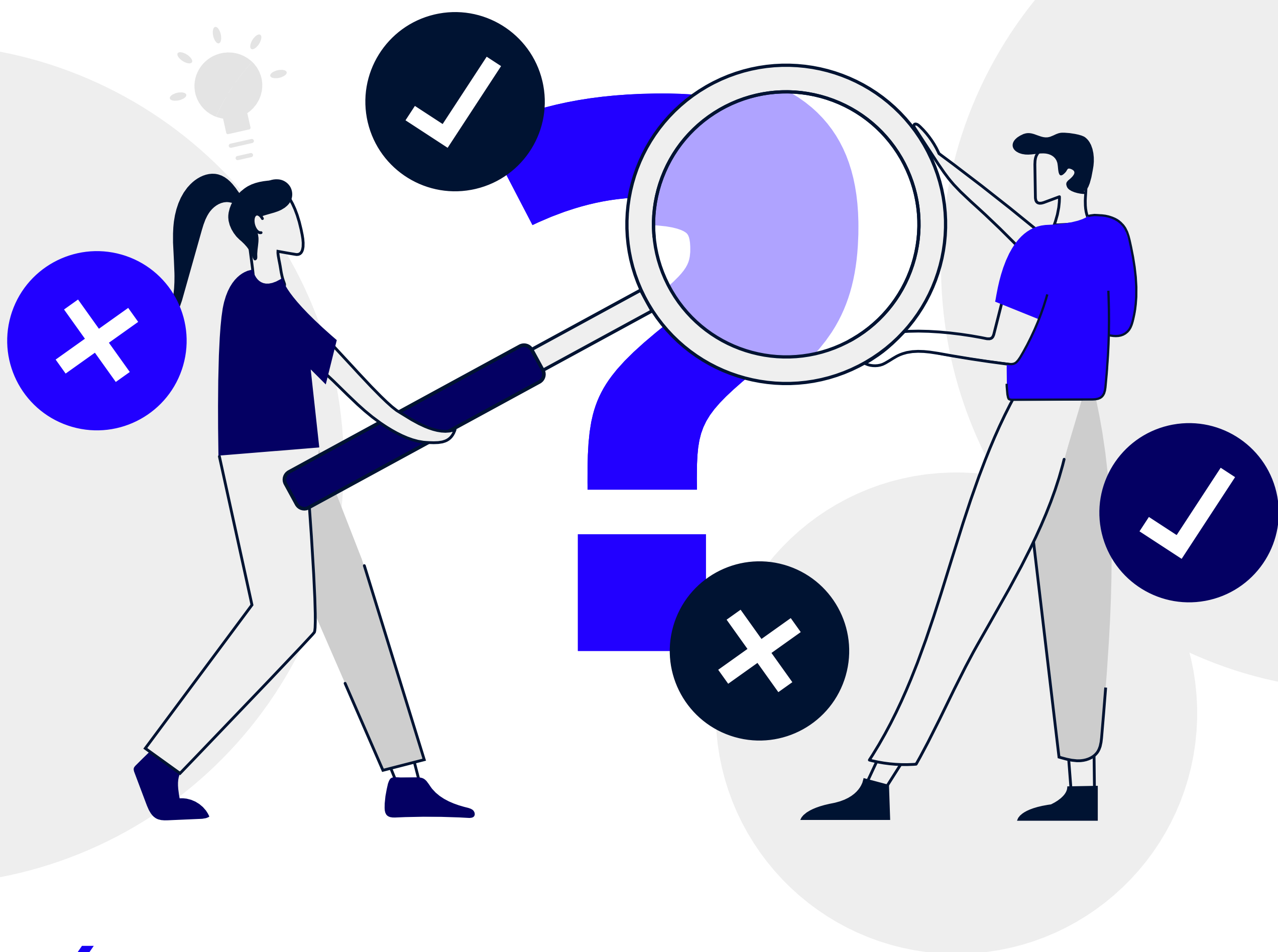
An EV parking permit could cost you less¹⁰.

Purchase incentives for fleet owners

From tax savings to grants. Check your government or local authority website to find out what options are out there.

Benefits aside, there is still a lot of stigma surrounding EVs which can deter fleet owners from switching.

Keep reading to discover what we have to say about some of the most popular EV myths out there.



4. Solving electric vehicle myths

Ever since they came onto the scene, EVs have been surrounded by countless rumours about their performance, cost, suitability and much more.

To put fleet owners' minds at ease, we've taken an in-depth look at five myths – and checked what the facts say.

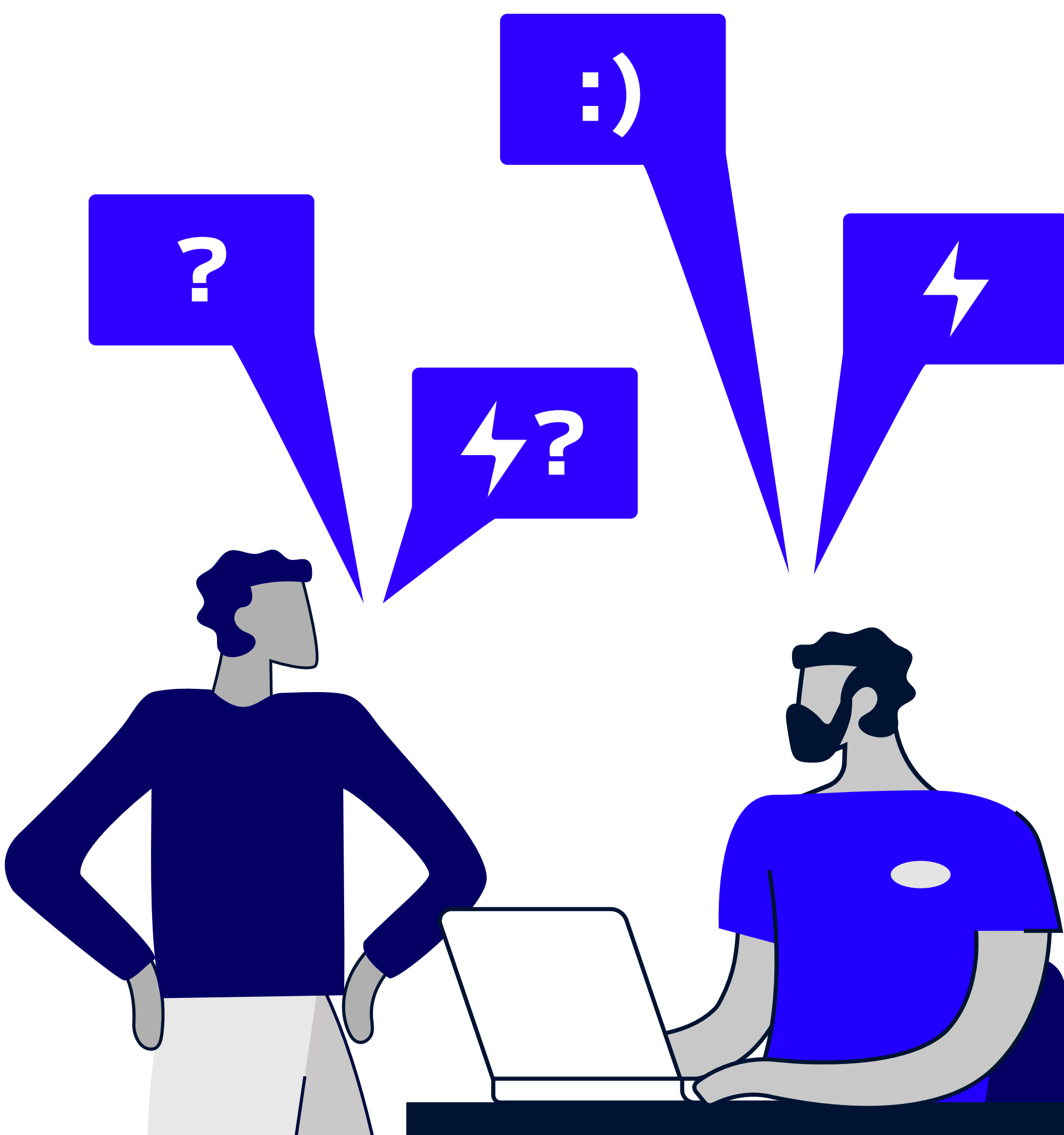
1

My fleet isn't big enough to bother with going electric

When it comes to managing a business, every cost counts. So we understand that a lot of small fleet owners are hesitant about making the switch to electric.

Here's the thing: the ICE vehicle ban is going to impact businesses of all sizes, so we recommend getting the ball rolling if you can.

You'll find that most vehicle manufacturers currently offer advice on going electric – including Ford – so you could always get in touch with your local dealer to discuss what that could look like for you.



2

Electric vehicles don't have big ranges

Heard the rumours about EVs not covering a good enough range compared to ICE vehicles? Us too. That might have been true in the early days of EVs, but there's now plenty of proof to show that EVs are perfectly capable.

Take the Ford E-Transit and E-Transit Custom as examples. With an E-Transit range of 196 miles^a and 209 miles for the E-Transit Custom^b.

Whilst some drivers do big journeys every day, this isn't always the case. Using the UK as an example, on average, **approximately 50% of van drivers operate within 15 miles of their base¹ on a typical day** – meaning they're never too far from their own charging points.



3

The productivity of my drivers will suffer

With a change from ICE vehicles to EVs, many fleet owners are concerned that their drivers will have to understand a whole new vehicle ecosystem which could impact uptime.

First there's the charging part – and most EVs have automatic transmission, too, which can feel different for drivers that are used to using a manual.

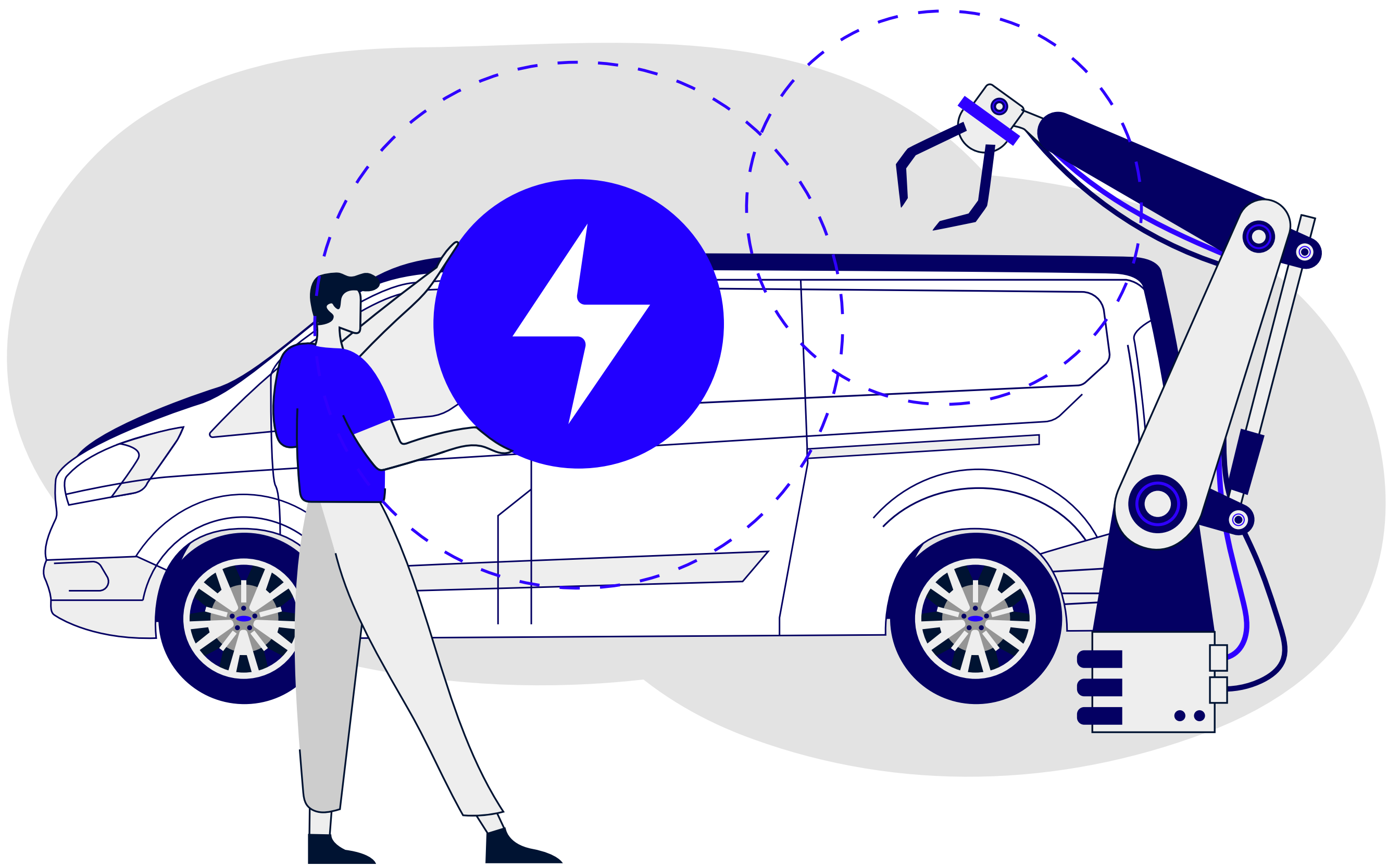
However, sharing a few tips and tricks with your drivers could make all the difference. Like going easy on the accelerator, planning the most efficient driving routes and preconditioning the vehicle before leaving can help to extend the range and productivity of your EV's.

4

Making the switch is complicated and expensive

EVs do typically cost more than their ICE counterparts. When you compare the history of both, they're still relatively new in comparison – and the battery component is a big factor behind the price.

However, the long-term benefits can outweigh the upfront costs, when you add up savings on fuel, LEZ or ULEZ zone charges, and parking costs.



5. The Ford Pro guide to going electric

When it comes to electrifying your fleet, we recommend thinking of it as a transition rather than an overnight switch.

That's because it's not as simple as plugging in. All businesses are different. And each fleet's needs and behaviours vary.

Have a read of our simple three-step plan for transitioning to EVs with Ford Pro™, our purpose-built software solution for fleet owners that combines trusted vehicles, industry-leading software and expert support teams.

Step 1: Gather your data

The first step is working out exactly what you need by collecting data on your vehicles. This can include fuel usage, mileage, and entry into LEZ/ ULEZ zones to help you work out which vehicles might be best suited to your fleet.

One way to do this is with telematics. A system that gathers data on vehicle activity from an in-vehicle modem. This can provide you with a clear indication on how well that vehicle is suited to transition to an EV.

Ford Pro™ E-Switch Assist is a free tool for existing Ford customers to carry out a comprehensive assessment on each of your vehicles. Providing insights into how many daily charges a Ford E-Transit would need, for example, if it was to replace a petrol or diesel vehicle in your fleet.



Step 2:

Work out your charging needs & choose your vehicles

The next step is figuring out your charging needs, when and where do you want to do most of your charging? At your business premises, at your drivers' homes, or a combination? Will you want to top up during the day with public charging?

Ford Pro offers charging solutions suitable for both depot and home, with site assessments, standard and bespoke installations, and project management support.

As well as easy access to public charging through the BlueOval™ Charge Network, with over public 500,000 charging points across Europe.

Then, it's time to think about selecting your EVs^e.

Based on your fleet's replacement schedule and needs, you might have time to transition to fully electric over one to two replacement cycles before the ICE vehicle sale ban comes in.

This is good news for fleet owners who don't want to go all-electric straight away and might want to consider a hybrid vehicle.

To discuss what options are right for you, contact your local Ford Dealer^e.

Step 3:

Manage and optimise the performance of your EV fleet

Once you are all set up with your EV fleet, there are a range of Ford Pro software tools to help you better manage your fleet.

From helping you to monitor the whereabouts and charge status of your fleet, to more effective route planning, and locating the most convenient public charging stations.

There are tools to help you analyse driving behaviour to help maximise range. As well as software that can help you reimburse drivers for home charging events.

Find out more:

www.fordpro.co.uk/telematics



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Disclaimers

- [a] Estimated electric driving range figure relates to the E-Transit L2 H2 390 Series, speed limited to 56mph with standard range 68 kWh usable battery capacity. In accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP) the certified electric range can be achieved with a fully charged battery depending on the existing series and battery configuration. The actual electric range may vary due to various factors (e.g., weather conditions, driving style, route profile, vehicle condition, age, and condition of the lithium-ion battery).
- [b] Based on 320 Series L1 H1 with full charge and 112kph speed limiter. Actual range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP). Figures shown are for comparability purposes and should only be compared with other vehicles tested to the same technical procedures. Actual range varies with conditions such as external elements like temperature, driving behaviours, route profile, vehicle maintenance, and lithium-ion battery age and condition. 263-km/ 163-mile WLTP Extra High range reflects motorway driving and 209-mile/ 337-km WLTP Overall Range reflects a combined driving cycle— both tests are conducted in controlled conditions with an ambient temperature of 23 degrees Celsius and no climate or electrical load.
- [c] Fees apply for the Ford Connected Wallbox and its installation.
- [d] BlueOval™ charging fees apply.
- [e] Available at Ford EV-certified dealers only. Ford EVs are not sold at all Ford dealerships.