



Ford Pro™ EV Journeys

Clear Channel

How one UK fleet is taking a data-led approach to going electric.

At Ford Pro™, we're supporting our fleet customers as they make the transition to electric vehicles.

We understand that every business is unique, with their own challenges and trajectories. So, while we're all working towards an electrified future, many different stories are being made along the way.

To help tell those stories and, we hope, inspire others on the same path, we spent some time with our valued fleet customer Clear Channel at their depot in Birmingham.



Clear Channel



"A platform for good"

Clear Channel UK is part of Clear Channel Outdoor – one of the world's leading Out of Home media and infrastructure companies.

With a strong sustainability record, it's no surprise to find they have a solid plan for going electric.

"We have an ethos of being a platform for brands and a platform for good. So, we not only provide effective advertising solutions, but we also want to make a positive impact on society and the environment."

"We've got a long track record of being a sustainable company and we also have an internal target of being carbon net zero across scopes one and two by 2030."

Tessa Cox, Sustainability, Data Manager



Software & Data



"Data is important"

Achieving this ambitious target requires a deep decarbonisation of their fleet.

To this end, Clear Channel uses software including Ford Pro Telematics to monitor vehicle emissions data and analyse how, where, and when they can electrify vehicles.

In other words, Clear Channel are using data-backed decision making to optimise their transition to electric. It's part of an approach that shows how fleet businesses can use data to minimise the impact and maximise the opportunities of electrification.

"Data is important. Without that data you won't be able to choose which vehicles you're going to switch for electric".

Glenn Ewen, Fleet Manager



Vehicles



"Transit Custom. That's it. Perfect."

But even with their ambitious decarbonisation targets, Clear Channel have opted to take a hybrid approach. Literally.

They are so far running 72 Transit Custom PHEVs. By choosing hybrids, Clear Channel can fulfil their short-term emissions commitments while using Ford Pro Telematics to gather charging and mileage data to intelligently support their ultimate move to fully electric vehicles.

"The main reason for a PHEV was wanting to electrify but wanting not to have range anxiety. So, Transit Custom. That's it. Perfect."

Glenn Ewen, Fleet Manager



Charging



“That tells us when it’s been charged and where it’s been charged.”

Another area where Ford Pro Software is helping the transition is charging. At the depot in Birmingham, they’ve installed 10 chargers on site. But it’s more than just hardware. The team worked with their Ford Pro account manager to develop an infrastructure plan tailored to their specific needs.

The result is a system that uses Ford Pro Software to optimise depot charging and manage off-site charging too.

“The systems are pretty much integrated between Ford Pro Telematics and Ford Pro Charging. So that tells us when the vehicle is charging, when it’s been charged and where it’s been charged.”

Glenn Ewen, Fleet Manager

The software-based system enables all this, as well as providing more of the data they need to guide their decarbonisation plans.



People



"It creates a better driving experience."

Targets and technology aside, drivers are positive about the switch to electrified vehicles.

One reason: being able to cross a ULEZ without worrying about the charges means shorter journey times for the team. And there are other benefits too.

"It's not just about emissions and CO2, it's about local air quality. So, if we can run a vehicle into the zone zero emission, even better."

Glenn Ewen, Fleet Manager

"The change from manual to automatic has been great. It creates a better driving experience."

Reece Marklew, Service Team Manager



EV Journeys



"Try everything.
Test everything."

Every EV Journey will be different. For Clear Channel, the journey is data-driven — using telematics to inform electrification decisions, meet decarbonisation targets and ultimately achieve net zero.

We asked Fleet Manager Glenn for some final words of wisdom for others on the same road.

"Try everything. Test everything... Get as much data as you can ... Do it gradually. Don't try and do too much in one go."

Glenn Ewen, Fleet Manager

With the support of their Ford Pro account manager, and a suite of Ford Pro Software and Charging Solutions, it's an approach that seems to be paying dividends.



To find out more visit the Ford Pro website or speak to your Ford Pro[™] contact:

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