

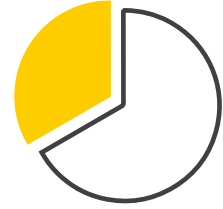


**For fleets to modernize,
the missing ingredient
is expertise**

April 2024



1/3 of fleets



say they would find external support and advice beneficial as they transition to new technologies and vehicle types.⁴

Businesses in 2024 may have won some reprieve from spiking costs¹ or the specter of a US recession,² but for vehicle fleets, that doesn't mean the job has become easy. Fleets still have concerns over driver shortages, costs and customer demands.³ Routes remain intricate, driver demands high, logistics thorny. Operators need to modernize, yet the very notion of change – in how they track metrics, which vehicles their drivers use, or how their logistics work – is fraught with risk.

It takes vast amounts of time and energy just to keep operations running, which makes it difficult to experiment with new formats. A failed exercise can leave managers behind on core tasks, derailing critical operations as they race to catch back up. It's no surprise that 33% of fleet managers would find external support and advice helpful in the transition to new technologies and vehicle types, according to a 2022 survey from Shell Fleet Solutions.⁴

The missing ingredient in all of this is additional expertise.

Trusted outside expertise can help guide businesses toward better ways of running their fleet - from cost and time optimization to improved route efficiencies - via fleet management tools. In this way, businesses can benefit from experts who have proven experience in helping other fleets.

Trust is rooted in all of this: With the right experts and key technological solutions, all built on a strong foundation of collaboration, change is no longer a risky experiment. It's a pathway to help fleets modernize to the new realities of this decade and beyond.



Logistics Overload

Fleet managers could benefit from revisiting their daily operations to see where they could optimize. According to a survey from Vimcar, nearly a quarter (24%) of fleet managers say they still spend half their day working on spreadsheets, and most say those spreadsheets prevent them from completing other important tasks.⁵

That potential overhead stifles innovation and productivity, and it doesn't leave much time for a fleet manager to embrace modernization updates. In fact, two-fifths (40%) of fleet

40%

of fleet managers spend most of their time carrying out administrative activities.⁶

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managers say they spend most of their time carrying out administrative activities instead of more productive tasks.⁶

Many fleet managers want outside help, especially as they modernize. A third of

61%

of companies seek support on integrated data reporting.

fleets say they would find external support and advice beneficial as they transition to new technologies and vehicle types.⁷ That's especially true for those looking to electrify their fleets and integrate EVs. For this group, 61% of companies seek support on integrated data reporting or easy integration into their own systems.⁸

The Value of Expertise

Shell Fleet Solutions knows the importance of trusted expertise. It's rooted in Shell, a long-established brand with core values of honesty, integrity, respect, and a priority commitment to safety. Shell has a history of building trusted relationships with other industry leaders, especially when it comes to sustainability. And Shell knows what it takes to power fleets, having been in the energy business for more than 125 years.

All companies, whether big or small, can get value from outside expertise. Software company SAP, for example, has collaborated with Shell for more than 40 years. With a common understanding of the world's sustainability challenges, SAP and Shell aim





to catalyze sustainability across industries by advancing standards and transparency in emissions management. They work with joint customers and a range of experts to provide technology and energy solutions.

In the same way, fleets can leverage Shell's expertise to add value to their operations, entrusting Shell Fleet Solutions to help them accelerate sustainable business practices.

Earning Trust Through Expertise

Expertise goes hand in hand with trust. For a company like Shell, considerable experience – as the largest single-brand mobility/fuels retailer in the world and ranking No. 1 in major gasoline brand share in the U.S. – is a powerful tool to build trust.⁹ That's why Shell Fleet Solutions starts by meeting fleet operators, deploying dedicated account managers to understand critical needs and pain points. Ultimately, this helps Shell Fleet Solutions leverage its experience to build solutions and trust at the same time, helping fleets modernize in practical ways.

For example, Shell developed the Shell Fleet Navigator[®] Card to help operators track expenses, help prevent fraud, control payments, and streamline reporting. The Shell Fleet Navigator[®] Card frees up time and administrative load for fleet operators, and it moves fleets from analog spreadsheet tracking to modern, digital reporting. As an impactful solution to help fleet operators, the Shell Fleet Navigator[®] Card is a gateway to many more Shell Fleet Solutions products and services. Operators can integrate it with telematics, electrification efforts, and much more – all the while optimizing expenses and time, two major priorities for managers.

Shell knows what it takes to power fleets, having been in the energy business for **more than 125 years.**

Sustainability is another element where fleets need a trusted advisor to efficiently transform. Roughly 1 in 6 fleets (16%) have made a key performance indicator (KPI)-backed commitment to improve sustainability.¹⁰ Government mandates and the embrace of sustainability measures in business strategies play a large role in the growing adoption of EVs, and Bloomberg New Energy Finance (BNEF) expects 70% of light commercial



vehicle (LCV) and about a third of medium commercial vehicle (MCV) fleets to be all-electric by 2040.^{11,12} Implementing EVs into a fleet can feel like a big change, but Shell Recharge provides customized, turnkey EV charging solutions for fleets.



1 in 6 fleets

have made a KPI-backed commitment to decarbonize operations.⁸

It also helps take care of every step on the journey to electrification. With the help of Shell Recharge, fleets can power their hybrid or EV fleets and work toward their sustainability goals.

Shell Fleet Solutions' other products and services, including assessing and implementing fleet sustainability goals with Accelerate to Zero (A2Z) and mobile refueling with Shell TapUp, represent additional solutions to meet customers where they're at. These solutions are the product of Shell's longstanding record of listening first, building trust, and leveraging expertise to lead the way for customers to modernize their fleets.

LCV MCV



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1/3

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Listening First, Acting Second

Fleet operators are inundated with daily logistics and the need to manage labor, costs, and customer demands – areas where outside expert relationships could be the answer to help them modernize. Third-party solutions providers like Shell Fleet Solutions can build trust through expertise by addressing a customer's real circumstances, not theoretical edge cases. They can dig deep into a fleet's operations, brandishing their experienced perspective to untangle the knots that fleet managers are caught in.

Shell Fleet Solutions is best positioned to meet the fleet industry's need for trusted experts to lead them through the current environment toward brighter outcomes. Expertise in growing industry areas, like payment technology and electrification, is the missing ingredient – and operators who harness it will position their fleets best to modernize for the road ahead.



Footnotes

1. U.S. Bureau of Labor Statistics, "[12-month percentage change, Consumer Price Index, selected categories](#)," Feb. 13, 2024.
2. Paul Wiseman (Associated Press), "[Recession risks are fading, business economists say, but political tensions pose threat to economy](#)," Feb. 12, 2024.
3. Verizon Connect, "[2024 fleet technology trends report](#)," 2024.
4. Shell Fleet Solutions, "[Future of fleet](#)," 2022.
5. Vimcar, "[Fleet administration survey 2021](#)," 2021.
6. Verizon Connect, "[Fleet technology trends report Europe 2022](#)," 2022.
7. Shell Fleet Solutions, "[Future of fleet](#)," 2022.
8. Kantar, Shell Fleet Solutions Global Segmentation, 2022.
9. Circana/Motor Fuels Index/Annual 2022
10. Kantar, Shell Fleet Solutions Global Segmentation, 2022.
11. BNEF, "[Electric vehicle outlook 2023](#)," 2023.
12. BNEF, "[BloombergNEF's global EV outlook 2021: commercial vehicles](#)," Aug. 25, 2021.