Are your fleet policies driving your company forward?

Best Practices for Scaling Fleet Sustainability

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Best Practices for Scaling Fleet Sustainability

1. EV and Hybrid Adoption
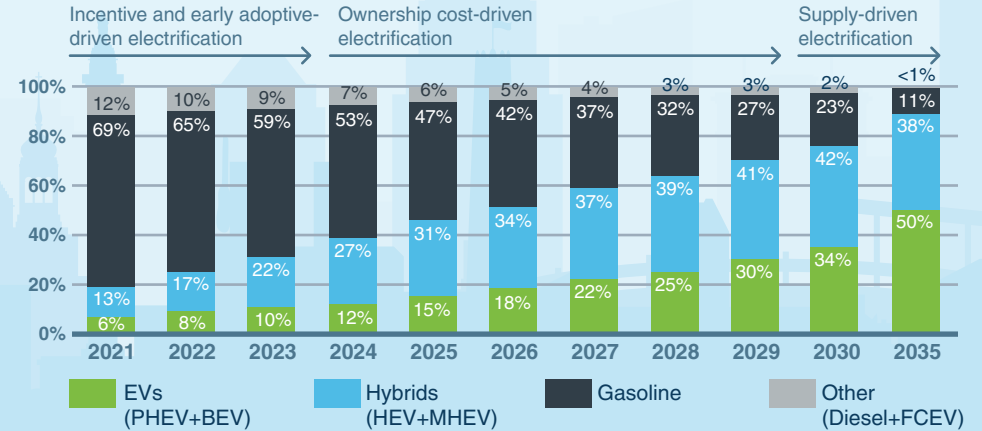2. Top Two Drivers
3. Top Three Barriers
4. Recommendations

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EV AND HYBRID ADOPTION

According to BCG's forecast, Electric Vehicle (EV) and hybrid adoption is expected to grow dramatically through 2035.

By 2026, EVs and hybrids may account for over 50% of new light vehicle sales.[1]

Global Market Share of Light Vehicles by Power Train

Incentive and early adoptive-driven electrification → Ownership cost-driven electrification → Supply-driven electrification →

Category	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2035
Other (Diesel+FCEV)	12%	10%	9%	7%	6%	5%	4%	3%	3%	2%	<1%
Gasoline	69%	65%	59%	53%	47%	42%	37%	32%	27%	23%	11%
Hybrids (HEV+MHEV)	13%	17%	22%	27%	31%	34%	37%	39%	41%	42%	38%
EVs (PHEV+BEV)	6%	8%	10%	12%	15%	18%	22%	25%	30%	34%	50%

Legend:
- EVs (PHEV+BEV)
- Hybrids (HEV+MHEV)
- Gasoline
- Other (Diesel+FCEV)

Source: BCG analysis. https://www.bcg.com/en-us/publications/2021/why-evs-need-to-accelerate-their-market-penetration

- PHEV=plug-in hybrid electric; BEV=battery electric
- HEV=full hybrid electric; MHEV=mild hybrid electric
- FCEV=fuel-cell electric

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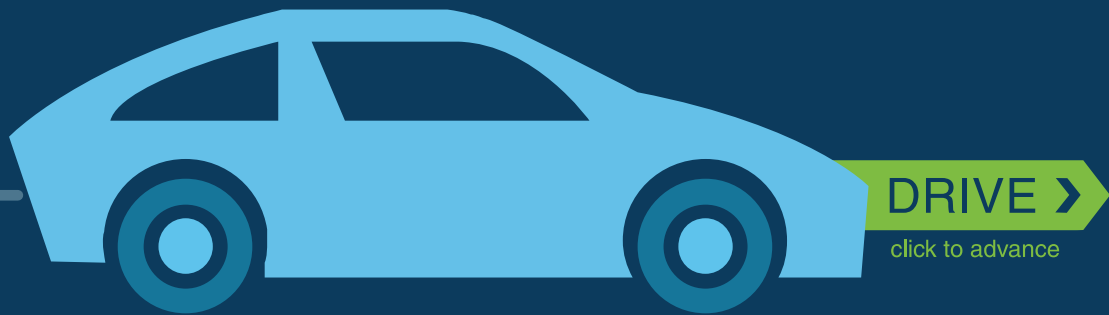2. Top Two Drivers
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TOP TWO DRIVERS[1]

Element clients report that the top two drivers for Electric Vehicle adoption in their companies are:

1 Meeting sustainability goals

2 Achieving lower Total Cost of Ownership (TCO)

62% of clients report having a **GHG reduction target** or have a target in development

35% of clients report having an **EV adoption goal** or have a goal in development

For tips on how to get started in setting your corporate fleet sustainability targets visit: **https://www.epa.gov/climateleadership/target-setting**

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TOP THREE BARRIERS[1]

Element clients report that their top three barriers for EV adoption are:

1 Higher Vehicle Costs

2 Vehicle Range Anxiety

3 New Charging Infrastructure Costs

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[1] Element Fleet management; EV Readiness Client Survey (May 2021). 55 client responses.

RECOMMENDATIONS

Recommendations for fleets looking to scale their sustainability practices:

1 Reduce fleet costs and emissions by right-sizing your fleet

2 Perform an EV feasibility analysis while considering TCO and infrastructure requirements

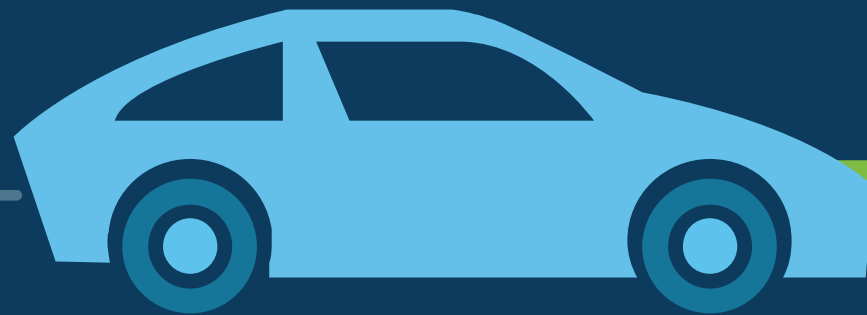**3** Introduce an EV pilot to learn best practices and scale successes

4 **Prepare unique EV driver policies at the start of your transition for:**
- Home and work/depot charging scenarios
- Human resources policies and change management initiatives
- Energy (kWh) reimbursement

5 Explore carbon credits to offset remaining fleet GHG emissions

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To learn more about the
barriers to EV adoption
for fleets, visit:

www.elementfleet.com/
topbarrierstoevadoption

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