

Advertisement feature

Fuel cards are a key weapon in managing operating costs

FleetNews
READER RECOMMENDED
2011

Fleet operators must use every tool in their armoury to keep fuel costs under control and eliminate any unnecessary expenditure as pump prices rise.

That's why an increasing number of businesses are turning to fuel cards and the euroShell card in particular. It provides fleet decision-makers with access to a raft of extra management report information that can be bespoke to meet individual requirements. Therefore, Shell is delighted to be chosen for the third year in a row as a *Fleet News* Reader Recommended fuel card provider.

Issuing company car drivers and employees who drive their own cars on business with a Shell fuel card ensures they only use the forecourts and brands of fuel their employer wants them to use – the euroShell card is accepted at more than 900 Shell stations and 1,800 Esso and Total forecourts with locations accessible via a mobile phone app as well as online.

Fuel purchasing patterns and vehicle performance garnered from fuel card reports enable fleet operators to set individual driver/vehicle improvement targets linked to a pre-determined MPG figure based on the manufacturer's data relating to the specific vehicle. Poor consumption figures will identify costly driving habits that can be remedied through management action.

To help fleet chiefs improve operating efficiencies Shell has married its comprehensive fuel card management reporting data to a journey management system that aids mileage administration and meets HM Revenue & Customs' reporting requirements.

Shell's online mileage management reporting system means that both business and private mileage can be easily tracked, thus enabling fleet operators to even better identify cost-saving opportunities; ease fuel and mileage administration including driver expense claims and ensuring compliance with the Euro6 VAT directive.

Creating personalised fuel card activity reports and providing data on individual vehicle consumption rates are 'must-haves' if employers are to effectively and efficiently manage fuel use.

Consequently, Shell Card Online enables fleet chiefs to use a number of 'smart settings' to improve control over the type of fuel purchased, fuel price and forecourts used and identify refuelling patterns.

Reader quotes...

"Website provides a wealth of information about your account and drivers' fuel usage"

"Competitive price and flexibility"

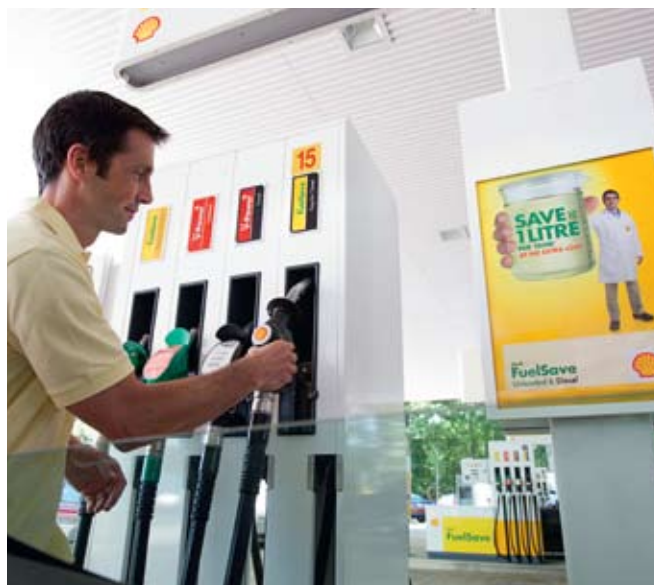
Shell FuelSave helps fleets drive further at no extra cost

More miles at no extra cost is the pledge to fleets using Shell FuelSave, the company's most advanced fuel economy formula ever.

Filling up with FuelSave will help fleets and drivers save up to one litre of fuel per tank based on a minimum tank size and fill up of 50 litres with a 2% improvement in MPG over standard main grade fuels.

FuelSave unleaded petrol is enriched with a Shell Efficiency Improver formulated to reduce energy losses in the engine by lubricating where engine oils are less effective, such as the upper piston ring. Reducing energy losses improves engine efficiency, thereby delivering better fuel economy.

Meanwhile, Shell FuelSave Diesel is enriched with a Shell Efficiency Improver, designed to ignite and burn more effectively than regular diesel, which means more efficient combustion in the vehicle's engine and so aids power and fuel economy, reduces CO₂ emissions and protects against the build-up of deposits.



For more about Shell's products,
call 0800 731 3131 or visit www.shell.co.uk/euroshell