

A SPECIAL REPORT BROUGHT TO YOU BY **FleetNews**

THE CHARGE TO RECHARGE

Volvo takes another major leap
towards 2030 fully-electric goal



In association with

V O L V O



Sustainability and desirability

Why Volvo's core values chime with fleets

Even the most cursory glance back over the past 60 years will find Volvo Cars ahead of the curve time and time again. From the invention of the life-saving three-point seatbelt and its focus on driver and passenger safety, to the ergonomics of its interior designs, the sustainability of its cars and manufacturing processes, and even the way it supports its fleet customers, Volvo has quietly led the automotive market.

Volvo published its first Environmental Report almost 30 years ago, in 1992, and expanded this to a full annual Sustainability Report in 2003.

The subtle, Swedish brand prefers to advance the values that have been its pillars for decades rather than compare itself with competitors.

For example, it is the first manufacturer to introduce plug-in models across its entire range and the first pure battery electric vehicle (BEV) to reach its showrooms, the XC40 Recharge, will be swiftly followed by a steady stream of exciting electric models.

These ultra-low and zero emission cars chime with the key priorities of an increasing number of fleet customers, says Rob Morris, head of fleet and remarketing, Volvo Car UK.

"It's a combination of desirability and sustainability," he says. "Our fleet and business customers have a need and desire for a premium product so they can offer their employees a wide choice of vehicles throughout their company car grades as a powerful retention tool, while meeting their own CSR (corporate social responsibility) objectives."

Underlining this direction of travel towards cleaner vehicles, more than half the fleet decision-makers who attended this year's Company Car in

OUR FLEET AND BUSINESS CUSTOMERS HAVE A NEED AND DESIRE FOR A PREMIUM PRODUCT SO THEY CAN OFFER THEIR EMPLOYEES A WIDE CHOICE OF VEHICLES THROUGHOUT THEIR COMPANY CAR GRADES AS A POWERFUL RETENTION TOOL

ROB MORRIS, HEAD OF FLEET AND REMARKETING

VOLVO FLEET & BUSINESS TEAM

- NATIONAL FLEET SALES**
Led by: Jack Munford
Role: To support large corporate clients and the leasing industry
- NATIONAL BUSINESS SALES TEAM**
Led by: Sarah Symcox
Role: To support smaller fleets with fewer than 50 cars
- SPECIAL VEHICLES & PUBLIC SECTOR**
Led by: Jeanette Griggs
Role: To support emergency service and public sector fleets
- REMARKETING & FLEET OPERATIONS**
Led by: Graeme Oswald
Role: To manage Volvo's internal fleet, demonstrators and rental cars, and oversee their remarketing

Call the Volvo Car Business Centre on 0345 600 4027 or visit volvocars.co.uk/business

Action test-drove a Volvo, and three-quarters of these were in the XC40 Recharge battery electric model.

Their enthusiasm is matched by the fast-growing cohort of company car drivers who want to do the right thing for the environment, want to seize the opportunity to minimise their benefit-in-kind (BIK) tax bills, and want to be behind the wheel of modern, aspirational cars.

PHEVs have accounted for 60% of Volvo's true fleet sales this year, and there's a bulging fleet order book for the all-electric XC40 and C40 Recharge models, as companies understand and appreciate the wholelife cost savings of battery-powered cars.

"We have just developed a total cost of ownership (TCO) comparison tool on our website, continuing on from the BIK tax calculator we developed last year," says Morris.

"The initial upfront cost of a PHEV or BEV may be more expensive because of their advances in technology, but there are significant TCO savings in national insurance contributions (NICs), service, maintenance and repair (SMR) bills, and fuel costs, especially if drivers can charge their cars at home."

As fleets and drivers face the challenge and uncertainty of switching to plug-in vehicles, Volvo is concentrating on making the transition as smooth and easy as possible for companies and their employees. Any driver who orders one of the manufacturer's PHEV or BEV models qualifies for a complimentary wallbox home charger, worth £899, installed by NewMotion. Plus, the new Volvo Cars app massively simplifies life with an electric vehicle (EV), monitoring the state of charge in a car's batteries, calculating the percentage of charge left at the end of a journey and locating all of the charge points along a route to help drivers overcome any lingering range anxiety. Drivers can also take advantage of discounted charging fees at the ultra-fast Ionity network of chargers, thanks to Volvo's new partnership with Plugsurfing.

It's a further example of how a premium brand extends beyond the car to the entire ownership experience and it's an approach that is working. Volvo sales were 56% up in the first half of this year, comfortably outperforming the market, with fleet accounting for half of the new registrations.

"My vision is that we become the number one premium choice manufacturer with fleets," says Morris. "It's not all about volume; it's about service and the relationships we have with our clients."

TRUE SUSTAINABILITY

Volvo has committed to shrink dramatically its entire carbon footprint, starting immediately, and to become carbon-neutral by 2040.

In a series of bold targets, the maker has pledged to reduce the lifecycle carbon footprint per new car by 40% between 2018 and 2025, and for half of its sales to be fully electric by the middle of the decade.

But Volvo's environmental goals extend well beyond tailpipe emissions to encompass its manufacturing network, wider operations, supply chain and even the recycling and reuse of materials.

The independent Science-Based Targets initiative has recognised Volvo's emissions reduction targets to be in line with the Paris Agreement's goal of limiting global warming to well below 2°C compared with pre-industrial levels.

Green-focused fleets can find more detail on Volvo's sustainability initiatives in the manufacturer's decision to disclose the average lifecycle carbon footprint of each new model, starting with the XC40 Recharge. This first report reveals that the fully-electric XC40 could have a carbon footprint less than half the size of its ICE (internal combustion engine) equivalent, if it is recharged with renewable energy, despite the 70% higher carbon emissions in its manufacturing process, prompted by its batteries.



Serving smaller fleets

Volvo’s National Business Sales Team is focused on making company cars a bonus not a burden to SMEs

If the shape of the UK fleet sector is a pyramid, then for every thousand-plus vehicle operation at the top, there are tens of thousands of smaller fleets at the base. And, while the largest fleets have dedicated managers, for the majority of smaller businesses, the engine room of the UK economy, company cars can be a complicated and time-consuming affair. They’re essential for the mobility, recruitment and retention of staff, but the complexities of deciding the optimum means of finance, understanding the tax implications, and keeping them serviced and maintained can be a drain on resources. This is where the Volvo Car Business Centre comes into play, supporting both customers who run fewer than 50 cars and the Volvo retailers who serve them. The centre acts as a hub, providing expertise and administrative support, which includes arranging test drives in the manufacturer’s dedicated 200-strong demonstrator fleet. A key area of its operation is the hugely successful Virtual Sales Manager function, virtual not in an artificial intelligence (AI) sense, but because it communicates via video conference and phone. “We recognised that there was a need to have a bespoke service for smaller customers,” says Sarah Symcox, national business sales lead. “We offer a dedicated point of contact for small businesses and support them with their unique business needs. Our Virtual Sales

Manager programme means we can provide a service which is absolutely consultative. It’s an opportunity for customers to have somebody who can talk to them about, not only a diverse range of cars, but also a diverse range of procurement options. Sometimes our team can be doing multiple different quotations for one vehicle; being able to offer that level of service is key.” The service is not only efficient, but also environmentally friendly – reducing the miles traditionally driven by field sales staff and helping Volvo to achieve its carbon reduction targets. And it’s flexible, too, as it’s happy to work with customers’ existing leasing companies or provide quotations through Volvo Cars Financial Services. The transition to plug-in vehicles, both fully electric and hybrid, generates an abundance of questions for the team to be called upon to answer, with Volvo keen to walk in the shoes of its customers, understanding a day in the life of a driver with an electric company car, and honestly sharing its experience and advice about operating battery-powered models. “It’s about having empathy with our customers and their drivers, because, as staff of Volvo, we’re all going through that same transition to electric and we’re using that to think about how we further support our customers with initiatives and offers that make owning a Volvo as easy as possible,” says Symcox.

PREMIUM RESIDUALS With strong residual values (RVs) one of the defining characteristics of a premium brand, Volvo is paying meticulous attention to detail in the disposal of its cars to ensure its used values are in line with, or exceed, those of premium rivals. A dedicated Remarketing and Fleet Operations department oversees the in-life management of the company’s own and affiliate fleet, as well as the sale of ex-rental and lease cars from Volvo Cars Financial Services. “We have such a strong impact on our RVs by selling those cars only into our retailer network,” says Graeme Oswald, who leads the department. “And we do it in as sustainable way as possible – all sales are digital and online, there’s no transporting cars to auction.” Sales prices are provided weekly and transparently to all of the leading used car data guides and forecasters, giving leasing companies essential information for forecasting future RVs. The department will sell about 7,000 cars this year, all into its network, ensuring that residual values are optimised.



Silent progress

Volvo’s plug-in hybrid and pure electric models offer practical zero-emission range – all in a luxury package



VOLVO XC40 RECHARGE PURE ELECTRIC

Range: **Up to 259 miles** Power: **408HP**
Battery: **78kWh** Benefit-in-kind tax: **1% (2021/22)**
Price: **From £49,950**

The XC40 Recharge Pure Electric makes the step to battery power seamless. Impressive range is allied to the easiest driver interface, thanks to Google built-in; Google Maps for navigation and Google Assistance for hands-free voice control. The system is so smart it can recommend when and where to charge on a journey to eliminate range anxiety. An extra bonus is that there’s currently good availability of this multi-award winning, top-selling car in the premium compact SUV segment.



VOLVO C40 RECHARGE PURE ELECTRIC*

Range: **Up to 260 miles** Power: **408HP**
Battery: **78kWh** Benefit-in-kind tax: **1% (2021/22)**
Price: **£57,400**

Interest is surging in this stylish crossover that shares the star features of the XC40 in a striking design, with a coupe-like roofline and raked rear end. The C40 is the first Volvo to be designed from the drawing board as a pure electric model and it’s brimming with cutting edge technology, including Google, as well as Volvo’s famed advanced driver assistance safety systems. The zero emission car is available to order now. *Preliminary data

IT’S ABOUT HAVING EMPATHY WITH OUR CUSTOMERS AND THEIR DRIVERS BECAUSE, AS STAFF OF VOLVO, WE’RE ALL GOING THROUGH THAT SAME TRANSITION TO ELECTRIC

SARAH SYMCOX, NATIONAL BUSINESS SALES LEAD



RECHARGE PLUG-IN HYBRID RANGE

Range: **Up to 37 miles pure electric** Benefit-in-kind tax: **From 11% (2021/22)**
Emissions: **From 40g/km CO2** Price: **From £37,290**

Volvo is the first manufacturer to have a plug-in model across its entire product line-up, from its sleek S60 saloon to its versatile V90 estate, via the hugely popular XC40, XC60 and XC90 SUVs. Each of the cars offers at least 28 miles of battery-powered range, more than enough for a zero emission commute to and from work. Also, the new introductory Inscription Expression trim in the PHEV variants on the SUVs makes the cars even more accessible, without any compromise on specification. A full suite of infotainment features and Volvo’s advanced driver assistance safety technology are all standard.



FREE HOME CHARGE POINT

To make the transition to battery power as easy as possible, Volvo is offering all customers of its plug-in hybrid and pure electric models a complimentary home wallbox to charge their cars. Volvo has partnered with NewMotion to deliver the service, which is worth £899.