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NOTHING GREEN ABOUT IT

COST SAVINGS DICTATE INTERNATIONAL FLEET PROCUREMENT

Latest research from international fleet management company Masterlease (Interleasing is part of the international Masterlease group) has revealed that the environment is not a major factor for fleet decision makers across the world when looking at strategic vehicle procurement, despite political and business pressure to adopt green practices across all aspects of businesses.

A survey of 2,600 fleet decision makers across Australia, Austria, Belgium, France, Germany, Greece, Italy, Mexico, The Netherlands, Poland, Portugal, Spain and the UK revealed the following:

- Saving money remains the common language for all fleet managers
- The Italians (53 per cent) and Polish (33 per cent) are influenced by technology benefits during the fleet buying process.
- 60 per cent of Belgians put safety at the top of their list of fleet management issues, followed by Portugal (43 per cent), Greece (32 per cent) and the UK (27 per cent) and Austrians (2 per cent) and Germans (5 per cent) were at the bottom of the list of countries that see risk improvement as a top priority.
- Only one per cent of fleet managers prioritised the environment, with the Greeks and Mexicans the least green. UK fleet managers have the highest rating for the environment, at 16 per cent, however this is a relatively low priority for them when compared to employee satisfaction which the UK's managers scored at 34 per cent.
- Cost savings came out on top as the main concern for fleet managers, at 50 per cent, with risk coming in as a second priority.
- The ability to keep the vehicles on the road was the third most important priority with environmental concerns further down the list on six per cent.

"It is apparent from the study that cost saving is a big issue for fleet managers. It was surprising however, given the current emphasis on green initiatives in business, that environmental concerns were low on the priority list," said Michael Mitrovits, Managing Director of Interleasing.

"Interleasing believes that you can achieve both cost saving while addressing the environmental concerns of your fleet, something that we will continue to assist our clients to achieve."