Introduction

- LeasePlan announced the goal of having a zero emissions fully electric fleet by 2021
- LeasePlan Netherlands HR department has started with the implementation in 2017

Challenges

Concerns by drivers mainly related to:
- Suitability for high mileage drivers
- Availability of electric vehicles
- Waiting times during highway charging

Concerns of HR staff, in particular:
- What is the impact on costs and talent retention?

Approach

Prepared solutions to the common driver concerns

What about drivers with very high annual mileage?
- Drivers with high annual mileage are driving an Electric
- Topping-up” during the day at the highway is necessary

What about the waiting times during highway charging?
- Experience show it is possible. It’s just a mindset change
- You have to plan your trips ahead
- With a flexible IT workplace, you can work during the charging

Consistent and unified approach towards concerns:
- One-on-one conversation with HR and driver
- Strong position statement: ‘if you work at LeasePlan, you drive electric’
• No exceptions

Solution offered to ease the concerns of drivers:

1. Try first with temporary EV rental
2. Order and wait until vehicle of choice is available
3. Include a ‘holiday car’ in the package
4. Provide charging at home

Organisational approach to implementation

• Temporary stopped new vehicle orders
• Project team defined a new policy, including:
  o Compensation & benefits
  o Fleet manager
  o Commercial (largest fleet is with them)
  o Supported by a fleet consultant
  o Chaired by HR
• First action: order suitable EVs for senior management

Outcomes

• New car policy: EV only implemented in January 2018
• Positive reactions from employees
• Minimal impact on costs and talent retention:
  o The costs for LeasePlan Netherlands did not increase significantly
  o Only cost increase was the home charger
  o No employees which left the company because of the new car policy

Learnings

1. Start at the top, lead by example
2. Provide EV rentals to experience electric driving
3. Drivers need to change their mindset
4. High mileage drivers can drive electric
5. Facilitate a home charger for your drivers
6. Including EVs in your policy will not significantly increase your fleet cost

Summary of the key steps to achieve successful transition

- Provide EVs for Senior Management
- Include EVs in your car policy
- Support your drivers in adopting EV
- Start with shared vehicles, such as pool cars
- Install workplace and home chargers