

A smiling man wearing a blue hard hat and an orange safety vest with reflective stripes stands next to a white truck. He is leaning on the side of the truck, which has a large chrome exhaust stack and a side mirror. The background shows other trucks and a clear sky.

Greening the Fleet

A sustainability survey of U.S.
fleet managers.

April 2023

GEOTAB®

A challenge and an opportunity: Achieving sustainable change

Organizations of all sizes are facing increasing demands to reduce their carbon footprint. Changing regulatory requirements, incentives, and demands from customers and investors who prioritize companies with a commitment to sustainability are creating pressure to act.

Fleet leaders have a challenge and an opportunity as they embark on their carbon emissions journey. From cost savings, to competitive edge, greater efficiency and compliance, fleet managers can play a significant role in the shift to decarbonization — a key contribution in the effort to tackle the climate crisis.

[Read the Geotab Sustainability and Impact Report](#) highlighting how organizations are achieving a low carbon future.



Transportation is one of the largest contributors to global carbon emissions, and fleet managers have an essential role in tackling the challenge of carbon reduction and supporting the achievement of their organization's sustainability goals. By leveraging quality data intelligence for decision making, measurement, and reporting, fleet managers can have a significant impact on guiding sustainability actions that reduce cost, improve performance and create a better planet.

NEIL CAWSE
FOUNDER AND CHIEF EXECUTIVE OFFICER, GEOTAB





Research overview

- Geotab surveyed 110 fleet professionals across the U.S. between January and February 2023, to understand how fleets are progressing on their sustainability and electrification plans and how data intelligence is helping companies to achieve their goals.
- 84% of fleet professionals surveyed were solely responsible, or part of a group making decisions to improve fleet sustainability.
- 33% of fleet professionals surveyed described their organization's primary line of business as federal, state or local government.
- For 44% of fleet professionals surveyed, the number of vehicles in their fleet ranged from 101 to 1000.

1 Sustainability is a critical business priority

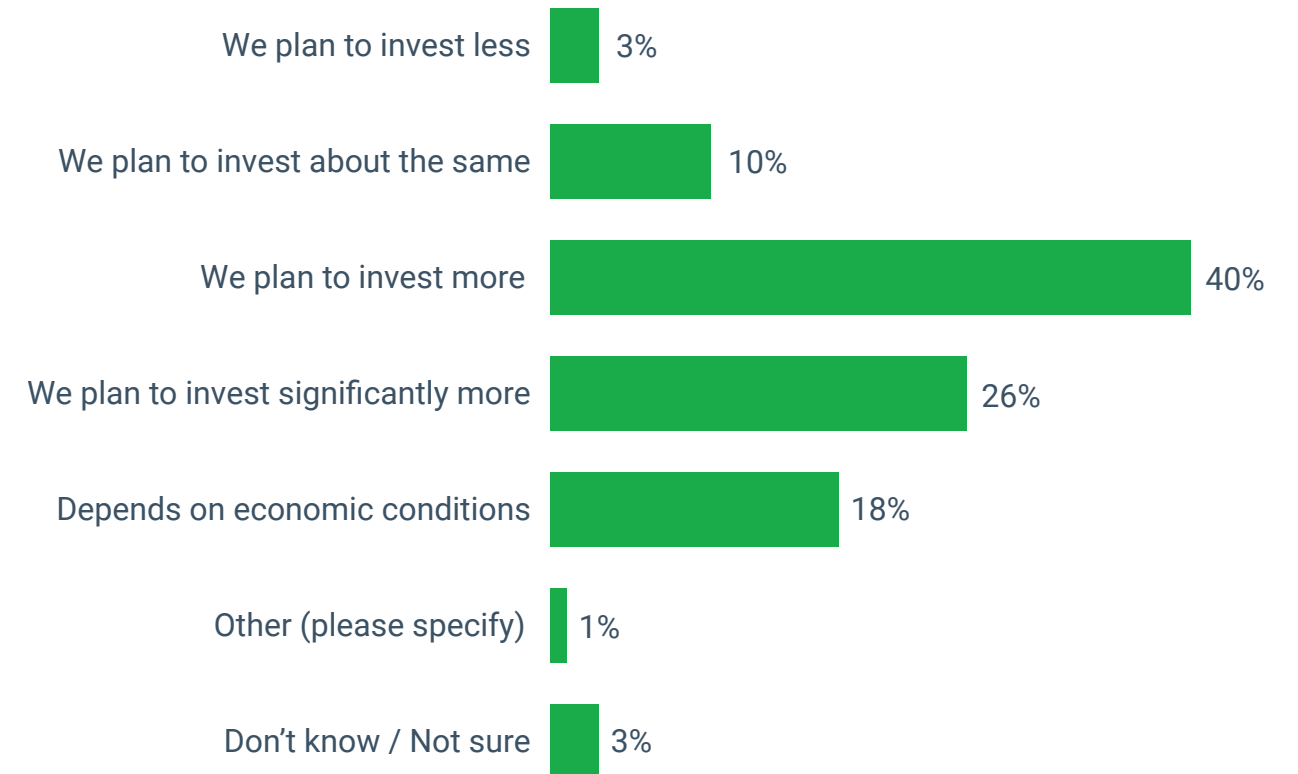
The transportation sector is responsible for [28% of greenhouse gas emissions in the U.S.](#) and [15% globally](#), making it one of the highest sources of GHG emissions. As countries continue to set aggressive emissions reduction targets, the pressure to get it right is at an all time high.

Many fleets and commercial transporters already have mandatory carbon emissions reporting requirements – which will shift to being a carbon reduction requirement, and customer demands are evolving as well. In the next 1-3 years, over half of fleet professionals surveyed anticipate their customers will demand more fleet sustainability initiatives in order to do business with them. And, 66% of fleet professionals surveyed planned to invest more in fleet sustainability over the next three years.

In the next 1-3 years, do you anticipate your customers will demand more fleet sustainability initiatives in order to do business with them?



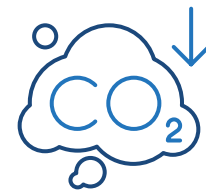
In the next three years, how will your organization's investment in fleet sustainability change?





Embedding sustainability is a strategic imperative

In the race to reach net zero, external research shows:



92%

of **business leaders** see long-term decarbonization as a priority



Nearly
70%

of all CEOs say they are directly involved in defining their organization's sustainability strategy

Amid growing pressure from regulators, customers, and investors to reduce their carbon footprint, fleets must establish objectives, set clear goals, progress, and refine strategies to stay competitive in today's market.

Revving up the commitment to a low carbon future

52%

of fleet professionals surveyed anticipate their customers will demand more fleet sustainability initiatives in order to do business with them in the next 1-3 years.

Sustainability fuels innovation and cost savings

69%

of fleet professionals surveyed recognized that their fleet sustainability data helped their organization realize operating cost savings in the past year.

Shifting into high gear on the sustainability journey

66%

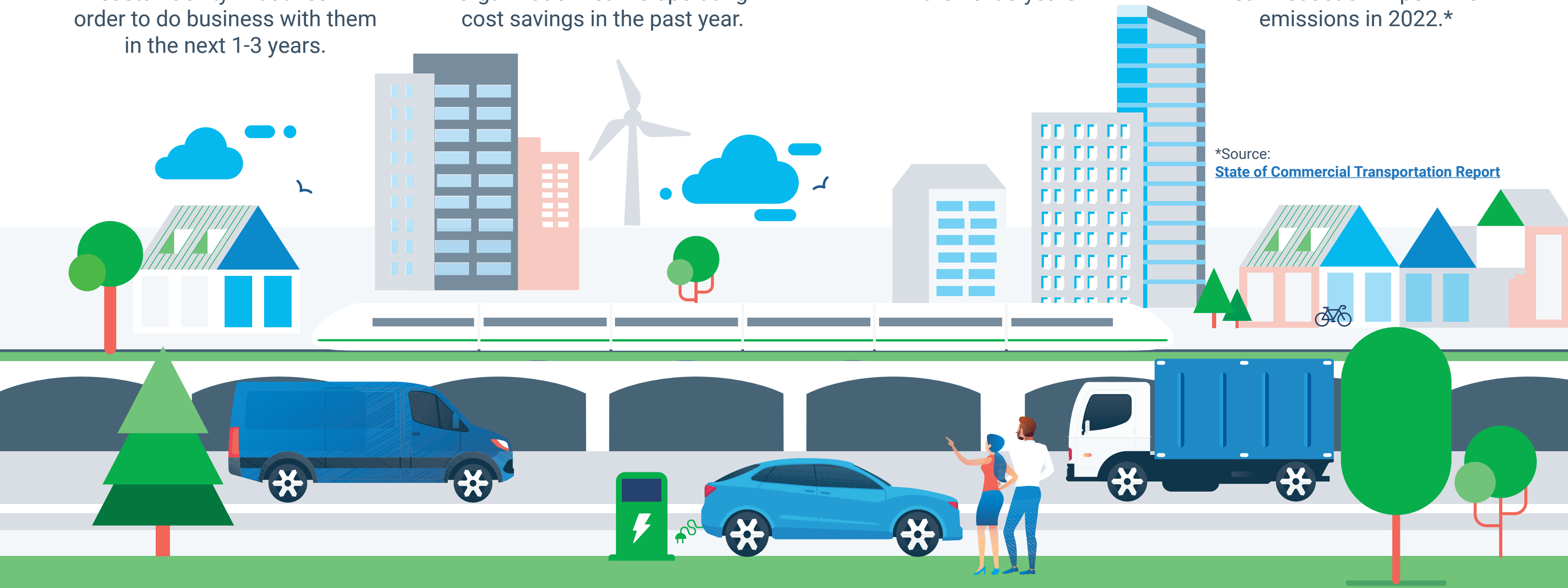
of fleet professionals surveyed plan to invest more in sustainability in the next 3 years.

Paving the road to a greener tomorrow

60%+

of fleets that adopt Geotab's transportation decarbonization tools saw reduction in per-mile emissions in 2022.*

*Source: [State of Commercial Transportation Report](#)



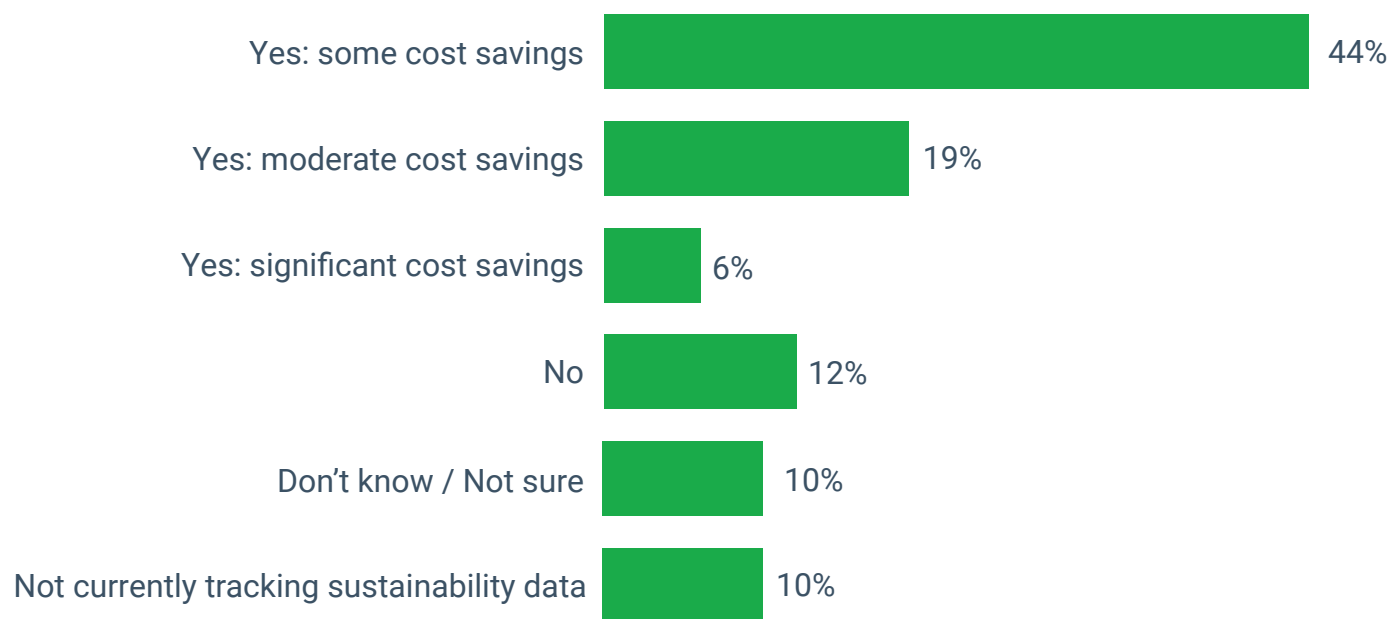
2 Sustainability benefits the bottom line

Road vehicles last around 15 years. Most fleets cycle about a fifth of their fleet every year. For a 1,000-vehicle fleet, that means about 200 new vehicles being purchased every year. Which means 200 opportunities for more sustainable and, if selected correctly, more cost-effective vehicles. And there are a number of fleet management practices that result in significant sustainability improvements across all 1,000 vehicles.

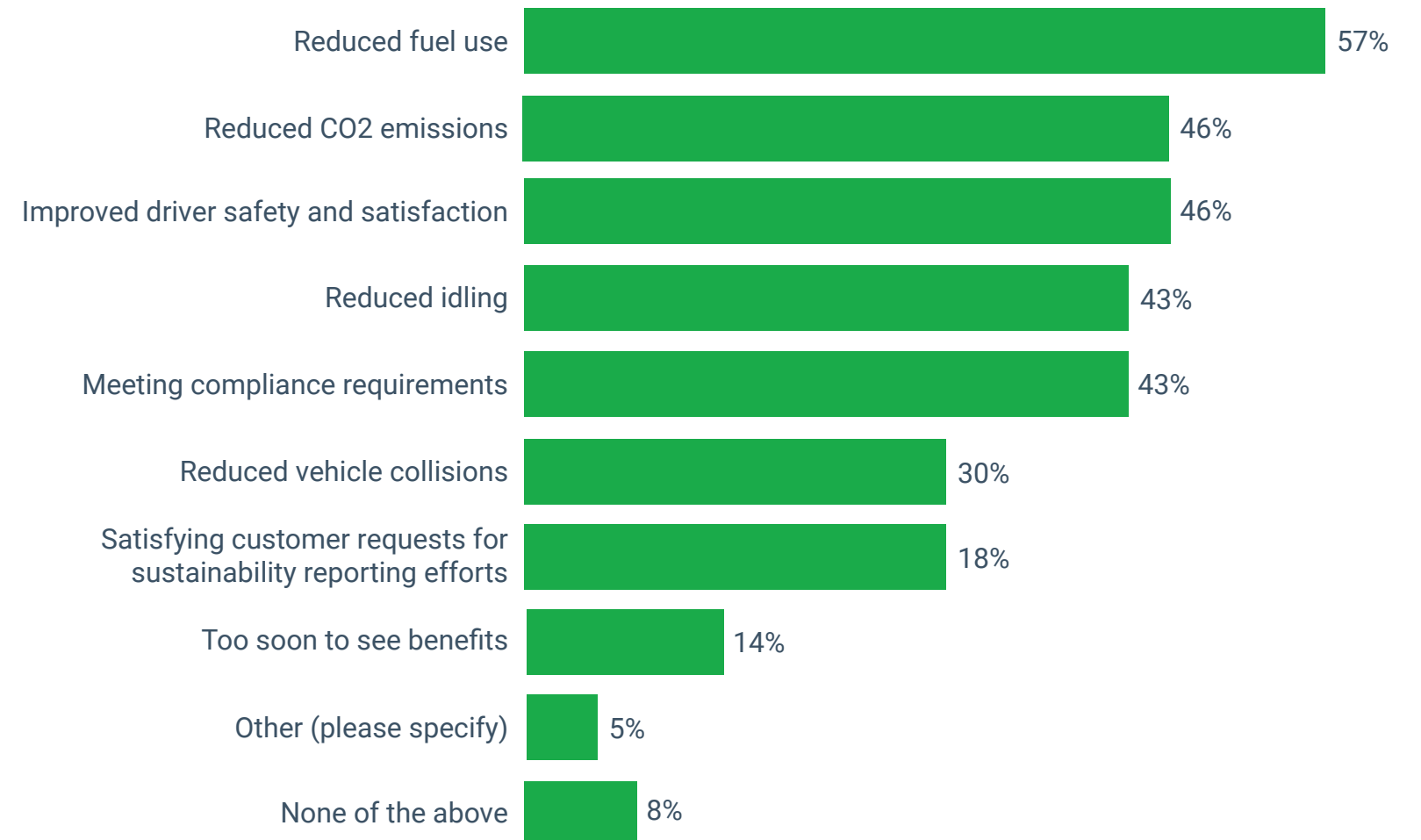
Research shows that 69% of fleet professionals surveyed recognized that their fleet sustainability data helped their organization realize some degree of operating cost savings in the past year.

57% of fleet professionals reported a reduction in fuel usage as the top benefit of their fleet management system last year.

Has your fleet sustainability data helped your organization reduce operating costs in the past years?



What environmental and social benefits has your fleet management system helped your organization achieve in the past year?



Identifying roadblocks on your journey

Overwhelming demands are being placed on companies to address climate change. Many companies struggle to know where to start. And, with more than [90% of the top S&P 500 companies now publishing ESG reports](#) it's becoming essential to stay ahead of new reporting on carbon emissions.

But, this study shows only 24% of fleet professionals are leveraging telematics data to support regulatory reporting, highlighting the opportunity to leverage data intelligence for increased reporting and compliance requirements.

For those who reported no plans to implement sustainability measures the top reasons holding back planning include:

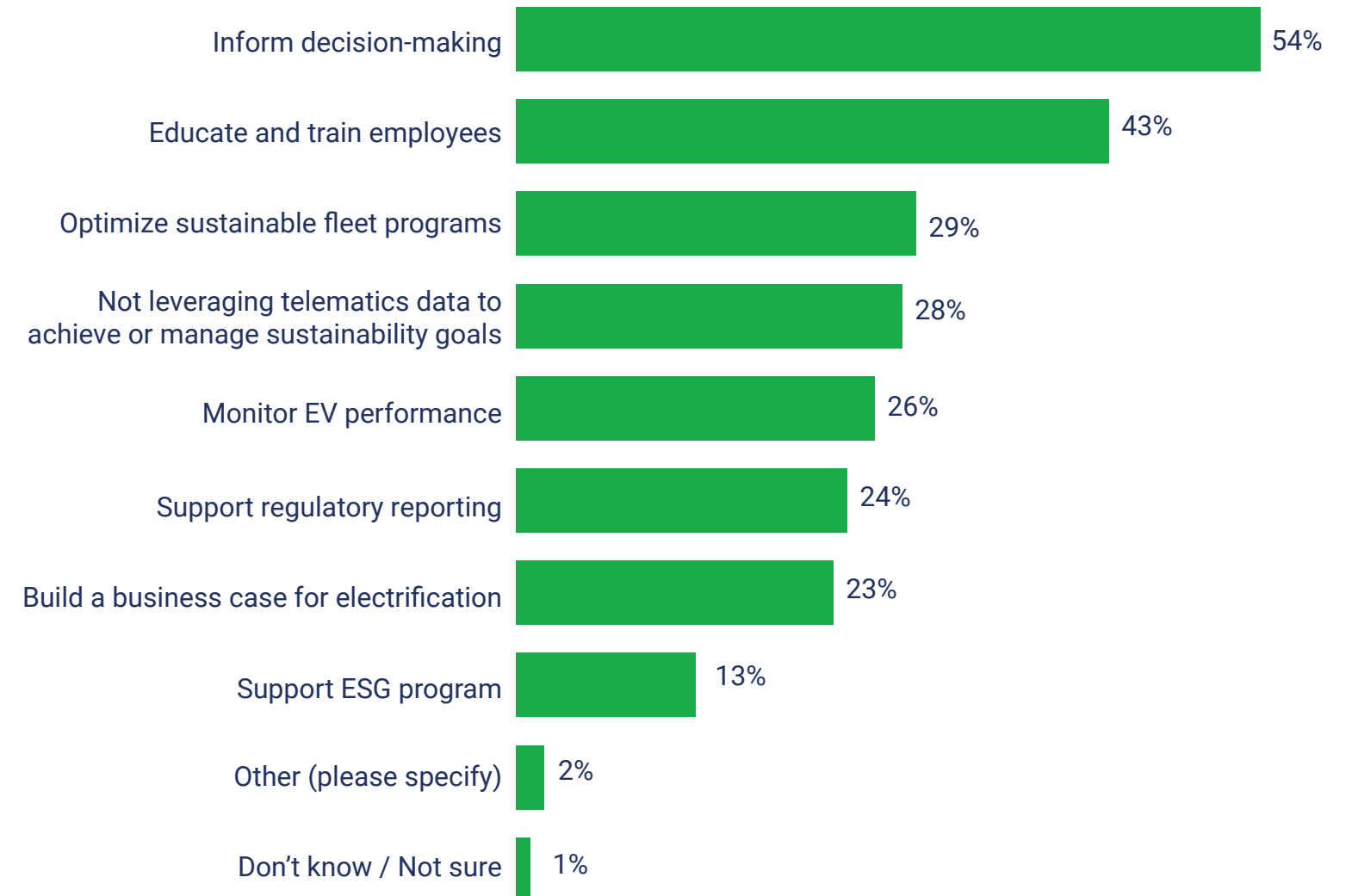
60% | Different priorities currently

50% | Initial cost

50% | Lack of leadership support / understanding

50% | Lack of data

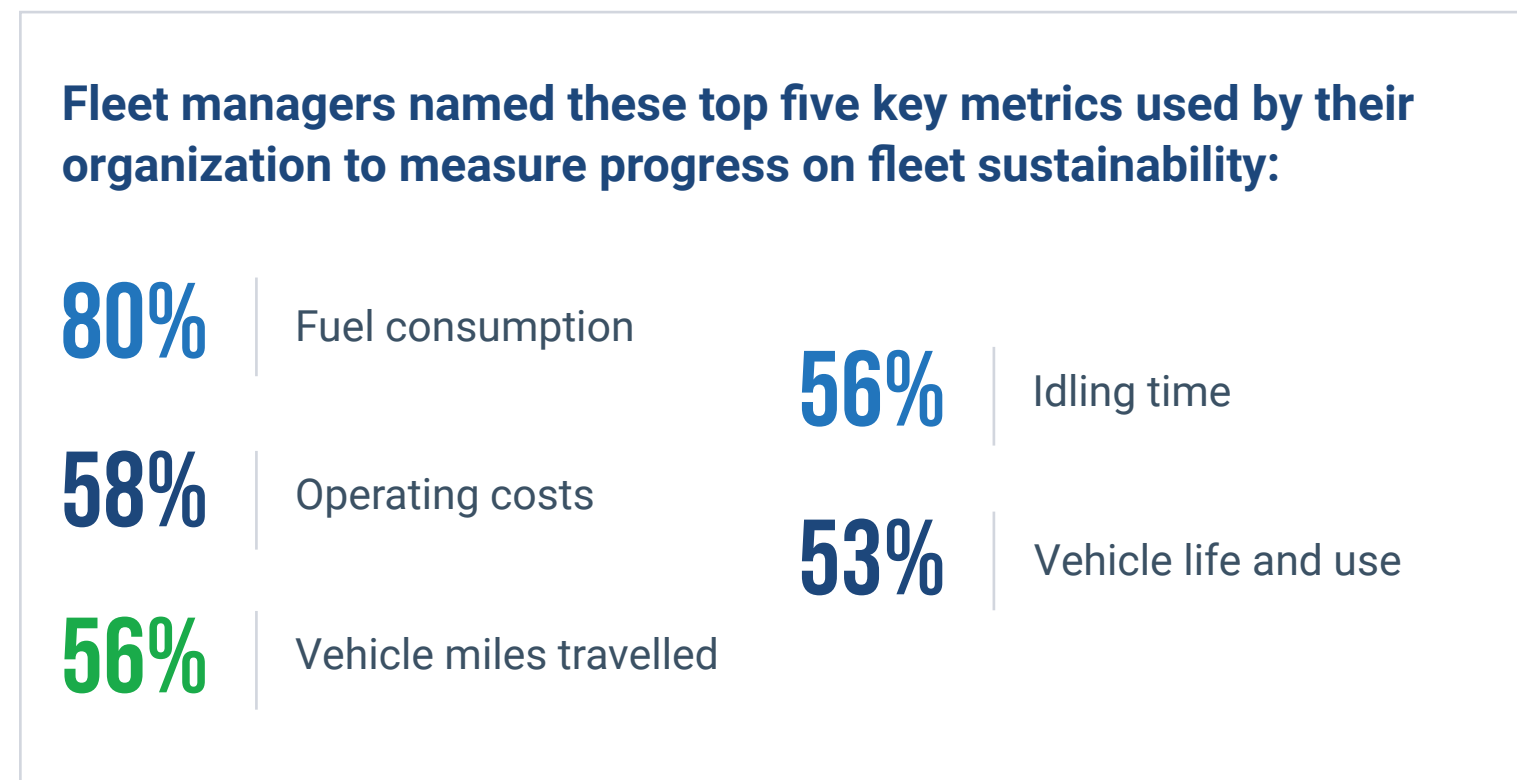
How are you leveraging telematics data to help you achieve and/or measure your sustainability objectives?



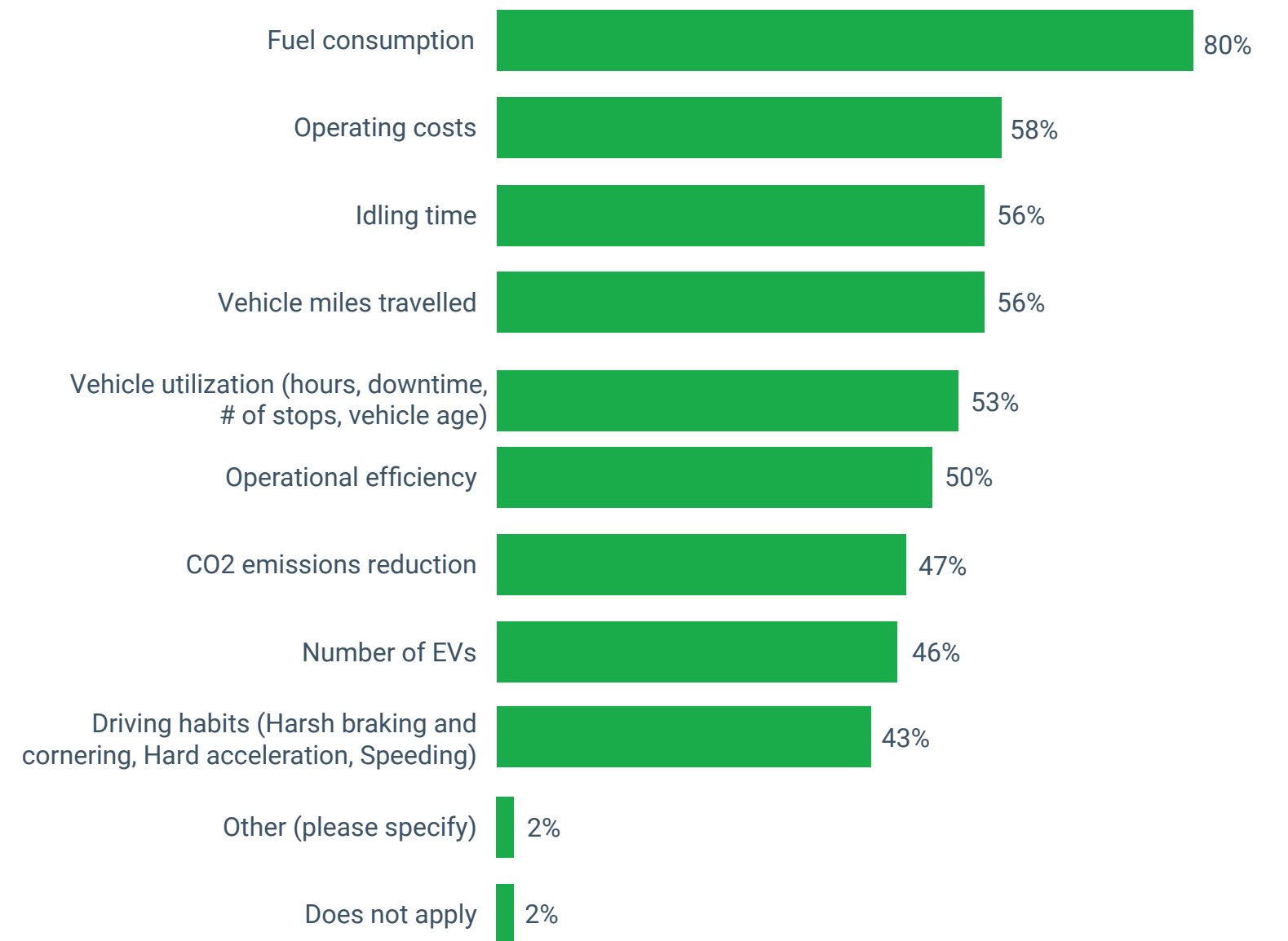
3 Quality data is the north star of the net zero roadmap

Quality data matters. Data intelligence can support the needs of fleets at each stage of their sustainability journey. [Using the right data can cut fleet emissions by 20%](#), through actions like optimizing routing, matching the right vehicle to the right job, eliminating aggressive driving, and reducing idling.

Don't be left behind—fleet managers have the data and systems needed to track and measure an organization's sustainability journey at their fingertips. 73% of fleet professionals surveyed currently use a fleet management solution and telematics data insights to track and manage the sustainability of their fleet. **The journey to a low carbon future can start today.**



What key metrics does your organization use to measure your fleet's progress on sustainability?



Tracking EV performance and use

Fleet demand for electric vehicles is on the rise, 54% of survey respondents have electric vehicles already in their fleet or on order, and 26% of fleet professionals confirmed that they use their telematics data to monitor EV performance.

However, some fleets don't feel ready to make the switch.

Data-driven suitability assessments can provide the confidence fleets need to know which vehicles and routes could go electric. Geotab's [EV Suitability Assessment \(EVSA\)](#) can be used to target "low-hanging fruit" vehicles ready for electrification, so companies can make a data-based, practical, and affordable transition to EVs.



The top five reasons reported as holding fleet managers back from transitioning to electric vehicles were:

72%	Driving range	60%	Initial cost
64%	Lack of infrastructure and charging points	44%	Ruggedness or durability concerns
60%	Battery management (including longevity replacement)	24%	Lack of available EV models

To keep up with the ever-evolving fleet landscape, it's important to have technology that can scale with your growing fleet's efficiency needs. Ensure your fleet is supported throughout its sustainability journey with tools to measure and achieve sustainability goals.

Take the next step toward a more sustainable fleet.

[Learn more at geotab.com](https://www.geotab.com)

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