



How to save fuel: 5 effective strategies for fleets

Contents

- Introduction 2
- The business challenge 3
- The five strategies 5
- Conclusion 8



High fuel costs, combined with today's competitive business environment and tight margins, have put companies under increasing pressure to scrutinise their operational performance.

This eBook looks at fuel as a volatile and unavoidable cost. Along with insights on fuel prices by country, it illustrates how fleet decision makers across Europe manage fuel expenses. It also discusses the most effective fuel-saving strategies that companies with cars and vans can use to run their fleets.

The business challenge

Fuel has always been one of the highest operating costs for fleets, a fact emphasised by rising prices over the past few years. On average, fuel represents 38% of a fleet's total cost of ownership, though the percentage can run even higher.¹

While 2020 initially brought a 17% dip in global oil prices, the cost of petrol largely stabilised that year. Yet by July 2021, prices had risen to match those in the peak of 2018.² Global oil prices now stand at their highest level since 2008—and are likely to climb further. As noted by the International Road Transport Union, diesel prices jumped 33% between February 2021 and March 2022 alone.³

Prices fluctuate on a weekly basis. With that said, average monthly increases across the European Union and the United Kingdom show a clear pattern—prices are rising. Between 21 February 2022 and 21 March 2022, average diesel prices in the EU rose by €0.35, or 22%.⁴ For the UK, the increase was 17%, or €0.30, for the same period.⁵

Country	Mar 2022 price	Feb 2022 price	Increase	Comparison %
Austria	€1.828	€1.464	€0.36	25%
Croatia	€1.913	€1.543	€0.37	24%
Czech Republic	€1.858	€1.497	€0.36	24%
Germany	€2.173	€1.633	€0.51	31%
Italy	€2.124	€1.722	€0.40	23%
Lithuania	€1.817	€1.462	€0.36	24%
Netherlands	€2.152	€1.746	€0.41	23%
Poland	€1.545	€1.200	€0.35	29%
Spain	€1.797	€1.479	€0.32	22%
Sweden	€2.474	€2.031	€0.44	22%
United Kingdom	€2.121	€1.816	€0.30	17%



The electric revolution: A future without petrol?

The price of petrol is, obviously, beyond your control. However, some fleet managers are now choosing an option that removes that issue entirely: electric vehicles (EVs).

While EVs do come with a higher purchasing cost than traditional internal combustion engine (ICE) vehicles, the cost of keeping them running is significantly lower. With many cities across Europe

introducing regulations to cut carbon emissions, EVs are becoming a more and more attractive option for commercial use.

Limited driving range can make them unsuitable for long haulage, but EVs are well suited to the shorter trips taken by companies in fields like technical installation, plumbing or maintenance.



The five strategies

STRATEGY 1

Fuel monitoring and analysis

Manually tracking fuel usage across your entire fleet is a time-consuming operation. A fleet management solution like WEBFLEET has powerful reporting capabilities to help take care of it for you. It allows you to track how fuel is being consumed in real time. You can also analyse historical fuel usage, spot trends or unusual events, and use such data to map a more fuel-efficient path forward.

STRATEGY 2

Fuel-efficient driving

Driving behaviour can be a game changer when it comes to saving fuel. Driving habits around speed, idling, gear shifting, coasting and cruise control determine your vehicles' fuel efficiency. With a driver performance tool like [OptiDrive 360](#), it's easy to identify areas where your drivers could use coaching and training to adopt a more fuel-efficient driving style. When paired with a [PRO Driver Terminal](#), drivers receive active driving feedback in real time, enhancing fuel-efficient driving.



The five strategies

STRATEGY 3

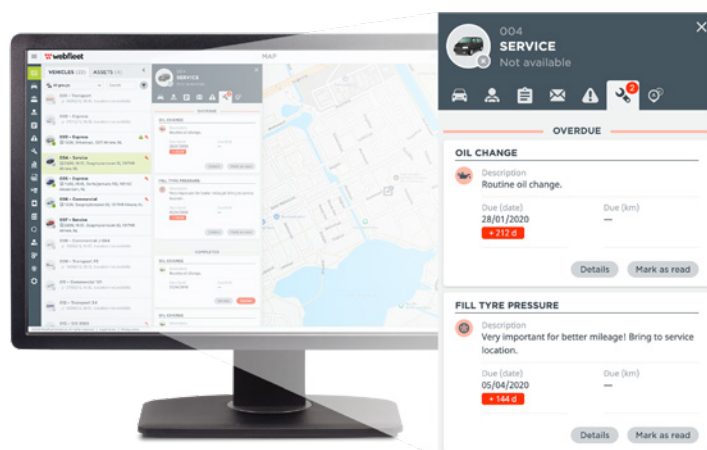
Dynamic route planning

Even the best driver can end up using more fuel than necessary if they're on the wrong route. [Professional Navigation](#) provides up-to-date traffic information and greatly reduces the chance of driving unnecessary miles, since you can plan around traffic jams, construction zones and bad weather conditions. You also optimise routes according to vehicle type, eliminating backtracking because of closed roads or low bridges.

STRATEGY 4

Regular vehicle maintenance

A roadworthy vehicle is a more fuel-efficient one. Regular maintenance prevents unexpected repairs and downtime. The question is, how do you stay on top of the maintenance history for all your vehicles? With WEBFLEET, you can set maintenance tasks based on real-time mileage information rather than a set period of time.

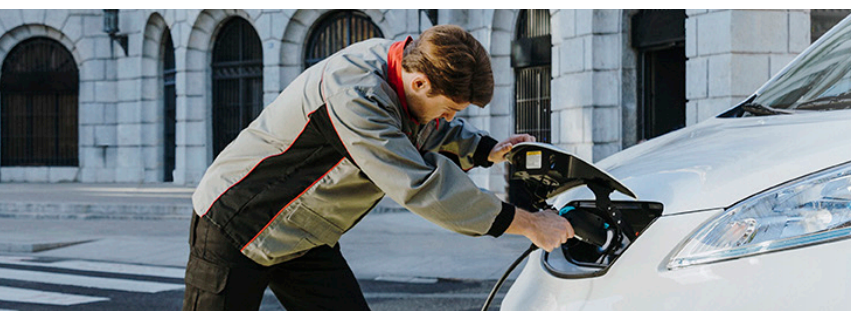


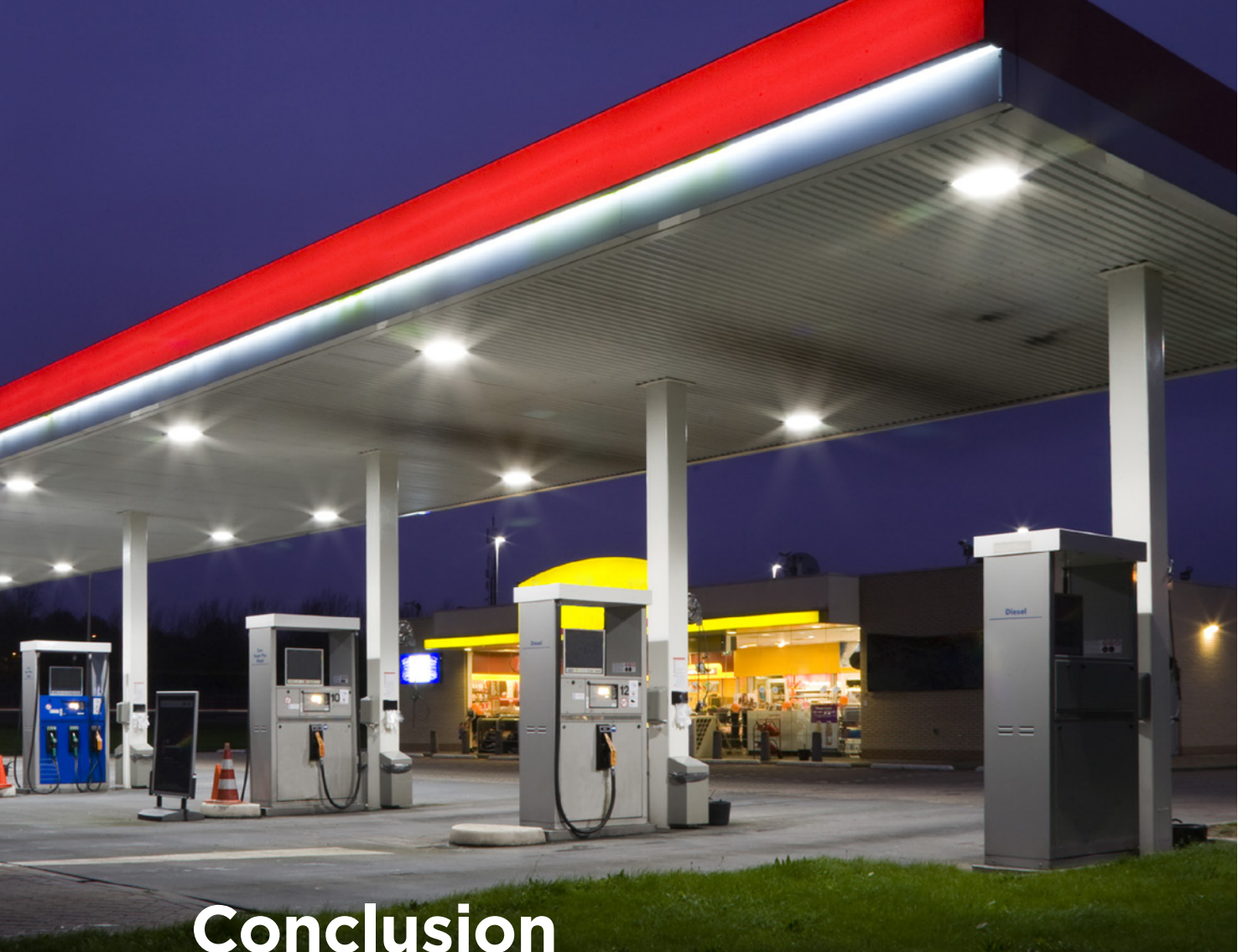
The five strategies

STRATEGY 5

Find out if going electric is the right choice

Many businesses are considering adding EVs to their fleets to help eliminate fuel costs. Our Fleet Electrification Report will evaluate your current fleet and calculate the potential fuel savings if you switch to electric. Already have EVs in your fleet? You can monitor all your vehicles from one interface with our EV fleet management solution.





Conclusion

Managing fuel consumption is always a priority for fleet businesses. Undoubtedly, companies with cars and vans are facing new and evolving challenges in controlling fuel costs. And these challenges are directly impacting the bottom line.

Implementing fuel-saving measures for your fleet could be key to keeping your vehicles on the road and your business moving forward.

Sources

- 1 Ptolemus Fleet services forecasts, Ptolemus Consulting Group, www.ptolemus.com/fleet-services-forecasts/?web=1&wdLOR=cA802D060-32D8-4D9B-9B36-E742160A06C9
- 2 Gasoline prices around the world: The real cost of filling up, Bloomberg, 4 August 2020, www.bloomberg.com/graphics/gas-prices
- 3 IRU calls on urgent road transport fuel price action to avert economic crisis, International Road Transport Union, 9 March 2022, www.iru.org/news-resources/newsroom/iru-calls-urgent-road-transport-fuel-price-action-avert-economic-crisis
- 4 All weekly oil bulletins since January 2009, European Commission, energy.ec.europa.eu/data-and-analysis/weekly-oil-bulletin_en
- 5 Weekly road fuel prices, Gov.uk, www.gov.uk/government/statistics/weekly-road-fuel-prices

