



Results+

Recruiting Top Talent with an Attractive Fleet Program

A global pharmaceutical company, specializing in developing medicines for serious mental illness, addiction, and cancer, was expanding its salesforce to support growth. Historically leaning toward a reimbursement fleet, the company recognized the need to offer a compelling fleet program as a recruitment tool for top healthcare industry talent.

Strategy: Innovative Two-Tier Selector Model

In 2018, the company began a partnership with Wheels to analyze fleet offerings from competitors in their industry. After collaborating with various departments including HR, Finance, and Sales Ops, they developed a unique two-tier vehicle selector program, featuring popular models from brands like Volvo, GMC, and Toyota Hybrids. In January 2023, the company enhanced its partnership with Wheels by moving their reimbursement drivers to a Fixed and Variable Rate Reimbursement program. This transition

not only reduced administrative burdens but also provided a more flexible driver choice program.

Results: A Competitive and Flexible Fleet Program for Talent Attraction and Retention

With the support of their fleet management partner, the pharmaceutical company now effectively manages a fleet for over 600 employees. The response from drivers has been overwhelmingly positive, with a 93% satisfaction rate, demonstrating the success of their fleet program in attracting and retaining talented professionals.

PROJECT SERVICES: Vehicle Acquisition, Reimbursement

FLEET SIZE: 600

VEHICLE TYPE: All Mid-Size SUVs / 3-row SUVs

INDUSTRY: Healthcare - Pharma

Savings/Improvements:

Two-tier

vehicle selector program
attracts and maintains talent

93%

driver satisfaction rate for
600 driver fleet