



Results+

Driving Toward Carbon Neutrality

Carbon Neutrality with Electric Vehicles

This financial services client has prioritized sustainability over the years, consistently incorporating green initiatives into their operations. For over a decade, they have prioritized adding hybrid vehicles to their fleet, even when the financial payback was not immediately clear.

Recently, the company has made a strategic decision to go even further in their green efforts, setting their sights on transitioning their executive fleet to mostly electric vehicles (EVs) and starting an EV pilot within their broader fleet as part of their overarching goal to achieve carbon neutrality by 2050.

Building a Comprehensive EV Roadmap

Partnering with Wheels they developed a detailed EV roadmap. This roadmap began with the addition of executive EVs in 2022, featuring premium vehicles such as Audi and Mercedes models. To ensure a successful rollout, the partnership focused on in-depth analytics, tracking daily driver miles, and identifying the best EVs for the fleet based on the locations of charging stations across the U.S. A driver survey helped narrow down the first wave of EV adoption,

and in early 2024, the organization launched a pilot program with eight selected drivers. The drivers took an online training module that Wheels offered shortly before taking delivery of their EVs which helped prepare them. Throughout the process, Wheels supported the installation of home charging stations and provided continuous guidance to ensure seamless integration.

Reduced Emissions, Increased Efficiency, and High Driver Satisfaction

The results of the EV initiative have been highly positive. They currently operate a fleet with hybrids and EVs, equating to over one-third of their vehicles using alternative powertrains. As a result, they have seen a 13% improvement in fuel economy and a reduction of over 5 million tons of greenhouse gases, even as the fleet has grown, and drivers are covering more miles than before. Driver satisfaction has been remarkably high, with EV drivers providing positive feedback on their experience. This initiative supports the client's long-term goal of becoming carbon neutral by 2050, and the success of the EV pilot program paves the way for further fleet expansion in the coming

PROJECT SERVICES: EV Adoption

FLEET SIZE: 222

VEHICLE TYPE: Light Duty, SUVs, Sedans

INDUSTRY: Financial

Savings/Improvements:

35%

of fleet transitioned hybrids & EVs

13.1%

improvement in fuel economy