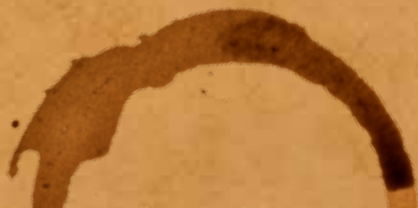


9 HOURS
TO SAVE YOUR FLEET

**THE FLEET MANAGER'S
GUIDE TO THE CV SHOW**



T MINUS 24 HOURS RECONNAISSANCE

Top secret stat Stay ahead of the game. Fleet management systems use is forecast to grow from 3.05 million units at the end of 2012 to 6.40 million by 2017.

It is not exactly classified information to state that efficiency will be at the core of your fleet's mission statement, so take a leaf from your drivers' manual and anticipate the path ahead. Prior to judgement day, you can maximise the time you have at the CV Show with some military planning.

Fire up your laptop, head over to MiXTelematics.co.uk and download a Wiki Leaks-sized haul of high-quality premium content. You don't need to have Edward Snowden-level access to find some key insights into fleet safety and efficiency and how other companies are using advanced fleet management to be successful.

Before retiring for a good night's sleep, spend a few seconds acquainting yourself with the blueprints of the NEC. The CV Show floor map with a full exhibitor lists for Halls 3a, 4 and 5 can be found [here](#).



T MINUS 9 HOURS 08.30 LOCATE THE ASSETS

Top secret stat You are in a competitive environment. There are 35.7 million commercial vehicles in Europe, while 5.9 million medium and heavy trucks account for more than three-quarters of all inland transports in a £210 billion industry.

Avoid the crowds and use the early hours of the morning to visit some of the major vehicle suppliers.

Renault Trucks has made an overt return to the Commercial Vehicle Show this year and will be showcasing a brand spanning new Euro 6 range of fuel efficient and productive, long-haul construction and distribution vehicles at stand 5C81 in Hall 5.

The French are not the only nation to bring their best exports to the CV Show. At stand 5F40 you can locate Isuzu. The Japanese truck company has brought samples of its offerings, which range from 3.5-tonnes to 11-tonnes vehicles.

T MINUS 7 HOURS 10.30 BEGIN YOUR FLEET MANAGEMENT REVOLUTION

Top secret stat Fuel costs now average around 40 per cent of a fleet's expenditure. MiX Telematics can help you lower this directly.

Fleet management is an ongoing process, but even the mightiest of revolutions need a starting point. They also need strong support, an inspiring ideology and expertise. You can find all of this and more at the MiX Telematics stand.

Get hands-on experience with all tiers of fleet management products. See how satellite positioning technology can be used to improve the safety and efficiency of your fleet. Feel the power at your fingertips as you swipe at tablets and smartphones, accessing comprehensive data on all the vehicles and staff in your organisation.

Predict how big an impact tailored and incentivised driver behaviour training will have on your own operatives by analysing the past success of MiX Telematics' multi-skilled fleet consultants.

Find out how easy it is to keep your high-priced vehicles in tip-top condition with a simple computer programme that can both ensure adherence to VOSA maintenance standards and speed up the rectification process.

During your stay at the MiX stand, be vigilant and let the twin pillars of high-level fleet management - safety and efficiency - support your decision-making. Don't worry about the ticking clock, every second you spend here will be a good investment. Make sure you ask questions about time savings, reduced administration, fuel savings, improved vehicle service management and driver behaviour. You'll regret it if you don't.

You could even arrange a rendezvous with the secretive RIBAS Man and be lucky enough to have your image sent around the world via social media.

Give yourself plenty of time at this stand and ensure you take note of its location (4J48). You'll be coming back here later.

CLASSIFIED INFORMATION

Competition While you are at MiX Telematics, go out of your way to learn about the company. Anyone who can compile the correct list of facts is in line to win a Google Nexus 7, invites to the Brake Fleet Safety Awards and forum subscriptions.



T MINUS 4.5 HOURS 13.00 REFUEL WITH SOME LUNCH

Remember, what you have already learned about making the most of your fuel. Opt for a lunch high in clean energy to keep you going without risking a sugar crash when time is of the essence later in the afternoon.

T MINUS 4 HOURS 13.30 COVER YOUR TRACKS

Top secret stat Stay out of the courts: Between March 2012 and 2013, 57 per cent of the 39,676 tyres removed by Micheldever Tyre Services had illegal tread depths.

Picking the perfect tyre is key to the success of any transport operation. Tyres are the only part of a van or truck to make contact with road surface, so they have a major bearing on safety as well as affecting fuel efficiency.

An illegal or defective commercial vehicle tyre could mean authorities come down on you like a ton of bricks and punishment can escalate like Cold War tensions. A driver caught behind the wheel of a vehicle with illegal tyres will be hit with three penalty points and a fine of up to £2,500 per tyre, meaning 18-wheelers can be particularly pricey!

Remember to think about overall investment and it doesn't take an MI6 intelligence agent to work out that a decision based on price may not necessarily be the same as a decision based on value.

You'll locate Bridgestone at 5D30, Goodyear at 5G80 and Aeolus at 3D100.



T MINUS 3 HOURS 14.30 GET A SAFETY BRIEFING

Top secret stat Avoid a traffic minefield. Approximately one in every three road crashes involves a vehicle being driven for work purpose.

Still have a good idea of where the MiX Telematics stand is? The epicentre of your fleet revolution? Perhaps you should have recorded it on GPS? One step at a time. You need to head back to stand 4J48 in time for a briefing - a safety briefing, so don't run!

No fleet can be saved if it isn't going to take care of itself. At the MiX Telematics' stand, road safety charity Brake will be speaking about the advantages of a stringent fleet safety policy and how it can be informed by the latest fleet technology. This is essential information that you, as a fleet manager responsible for your company's future, need to hear.

Brake representatives will be available at the MiX stand for the entire day.

T MINUS 90 MINUTES 16.00 STAY COOL AND CALM

Top secret stat Know your limits. The Mayor of London recently announced that lorries without safety equipment to protect cyclists and pedestrians will be banned from London.

The clock is ticking fast now and time is almost up. There are a few stops you still need to make, though.

If you've got any specialist requirements for your fleet, now is the time to get them sorted. Refrigeration units can be found in the Cool Pavilion with products from the likes of Gray & Adams, Paneltex, Quinn and Solomon Commercials, Frigoblock and Thermo King on offer.

Need a fleet of minibuses? Head to Ford (5G10 & 5G20), Fiat (5F80) or Mercedes Benz (5D10). Alternatively, if you have a requirement for hydraulics system, Jost (5D60), Gardner Denver (5A24) and Terberg (5C30) should be able to come to your aid.



T MINUS 30 MINUTES 17.30 CHECKLIST AND DEBRIEF

The timer is almost up and you have but minutes left to save your fleet. However, don't panic as by now you should have all the information you need to avoid catastrophe and ensure your company isn't consigned to the tarmac of history, under a weight of fuel receipts and CO2 targets. Just take a deep breath, loosen your tie and work your way through this checklist.

- Comprehensive GPS and telematics-based fleet management strategy?
- A thorough idea of vehicle costs, leasing prices, their base MPGs and emissions levels?
- Detailed knowledge of how to make your drivers aware of their responsibility to deliver efficiency?
- An ability to create a longstanding training programme?
- Knowledge of the major threats to fleet road safety?
- Contacts who can keep you in good supply of tyres and other components?

MiX Telematics will be at stand 4J48 for the duration of the Commercial Vehicle Show (April 29th to May 1st).

TOP SECRET