



E-Van Guru's

Six Steps to Migrating
to An Electric Fleet

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Our Mission



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E-Van Guru's mission is to accelerate the take-up of zero-emission vehicles by fleet operators. We understand that the switch to an electric fleet goes well-beyond the vehicle.

We are brand-independent, working in collaboration with a comprehensive range of partners including vehicle manufacturers, charging infrastructure and connectivity software suppliers, vehicle converters and finance companies, ensuring fleet operators get the complete 'electric' solution.

We work with well-known electric vehicle manufacturers and dealerships including Mercedes-Benz Vans GB, Nissan, Maxus, Renault and Vauxhall in addition to new UK market-entrants DSFK and Skywell. We will continue to grow our network of partnerships as new manufacturers and models become available, ensuring our clients have the very best choice of electric vehicle.

If you search the Internet, you will find lots of articles which offer advice to vehicle fleet managers about how to migrate to a zero-emission vehicle fleet. The good ones are packed with sensible advice about auditing your fleet, selecting your vehicles and charging infrastructure, and managing the transition. And whilst these articles are good at highlighting the benefits of an all-electric fleet, they also highlight the complexity of the task ahead without offering an end-to-end solution, this is what E-Van Guru was created to deliver.



Brian Bachelor

Founder and Managing Director
of E-Van Guru

An end-to-end solution

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Doing nothing, is not an option...

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Our government has committed by 2030 to phase out internal combustion engine (ICE) vehicle sales. This announcement gives UK public and private sector organisations just 9 years to plan, implement and deliver a fundamental change in vehicle fleets, which represents around two fleet replacement cycles.

The clock is ticking, and whilst the adoption of electric commercial vehicles has increased, this increase is from a low base, with UK organisations having a long way to go to meet the 2030 deadline.

E-Van Guru is working with fleet operators to make the transition to an electric fleet much earlier, supporting organisations to meet their sustainability commitments, whilst delivering clear fuel and maintenance cost savings, and the ability to operate in clean air zones (CAZ) across the UK, without financial penalties.

This is achieved through our six step process to electrification.

Higher vehicle costs, range anxiety, and new charging infrastructure costs are consistently cited as the top three barriers by businesses transitioning to an electric fleet. However, experience has taught us that failing to engage the vehicle user will ultimately undermine the success of any migration project, and this is an important factor in the six-step process we have developed.

Supporting your migration to a zero-emission fleet every step of the way.

- 1 Levering your wider sustainability strategy
- 2 Existing fleet audit & TCO assessment
- 3 Electric vehicle demos and trials
- 4 Charging infrastructure and fleet software solutions
- 5 Funding solutions
- 6 Vehicle & infrastructure supply and rollout

Breaking through the barriers...

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Step One

Your wider sustainability strategy.

'Sustainability is now a business imperative, and the migration to electric vehicles will be only one part of an organisation's commitment to doing business without negatively impacting the environment, community, or society.'

Step one is all about understanding the broader issues and leveraging wider company resources where possible.'



Gilly Bachelor

Executive Chairman of E-Van Guru

Step Two

Where are you now?

The second step needs to include a thorough review and understanding of your current fleet's composition, how it is used and how it is likely to change as your business evolves.

You may find that your preferred vehicle manufacturer does not offer the best electric van alternative, so you'll need to explore new options, potentially with less well-known marques.

We will work with you to create 'a zero-emissions route map' which takes in to account your business needs but also vehicle and infrastructure availability.




Emma Bachelor

Business Development Director at E-Van Guru

This step should also include considerations of total cost of ownership (TCO) for existing petrol and diesel vehicles.

Higher vehicle and charging infrastructure costs are in the top three barriers to transition, however, by accurately calculating the TCO savings can be identified over the vehicle lifecycle.

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Step Three

Vehicle Trial and Demonstration.

‘Through our vehicle manufacturer and dealership partnerships we can source demonstrator vehicles from brands including Mercedes-Benz, Nissan, Maxus, Renault and Vauxhall in addition to less well-known brands, DSFK and Skywell. We will continue to grow our network of partnerships as new manufacturers and models become available, ensuring our clients have the very best choice of vehicles.

Our vehicle demonstrations go well-beyond being thrown the keys, we can provide a comprehensive vehicle handover and driver training and ongoing support if required.’



Phil Bachelor

Technical Director at E-Van Guru

Step Four

Charging Infrastructure and Connectivity.

The findings from step one will form the basis of our recommendations for the implementation of the required charging infrastructure. It will consider charging locations (and their suitability), vehicle range/battery size, and speed of charge (i.e., overnight or rapid) for example. The metering of electricity, installation costs and speed of implementation will also be considered.

‘We understand that transitioning to an electric fleet goes well-beyond the vehicle. We recognise that fleet managers have genuine concerns around vehicle charging. From the cost of the infrastructure to practicalities such as the availability of public charging points, the installation and management of the organisation’s own charging points, and the monitoring, metering and payment of employees charging their work vehicles at home.


As the company’s technical lead, working with charging and connectivity providers, it’s my responsibility to advise and overcome these issues for the organisations we work with’.

Phil Bachelor, Technical Director, E-Van Guru.

A silver electric van is parked at a charging station. A green cable is plugged into the side of the van. The background shows a modern building with large windows. The entire image is overlaid with a green semi-transparent layer.

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Step Five

Funding Solutions.

There are two key components to this stage – the first, is an assessment of any liabilities associated with the existing fleet i.e., return conditions/excess mileage fees, residual values, balloon payments and early termination fees. The second component is around the procurement and financing of the new vehicles – with consideration given to outright purchase, contract hire and finance lease

We can introduce you to our various funding and rental partners to find the best solution for your organisation.

At this stage E-Van Guru will also advise on current grant funding opportunities – these could include local authority or OZEV (Office for Zero Emission Vehicles) grants for vehicles and charging infrastructure.

Step Six

Infrastructure and Vehicle Replacement Rollout.

We will source and oversee the installation of your new charging infrastructure and we will source and supply your new vehicle fleet.

We provide strategy, and importantly hands-on support to facilitate the smooth roll out of your electrification project.

We recommend that you start small, migrating to an all-electric fleet in phases.

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Supporting your electrification journey

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Over the next couple of months, we will be hosting a series of free webinars to support your electrification journey. In these online events the E-Van Guru team will share their knowledge and insights and answer your questions.

We will cover:

- Why delaying your migration to an electric fleet is not an option;
- Building the business case for migration (including Total Cost of Ownership);
- Getting company and operator engagement;
- Assessing your current fleet;
- The e-van line up – what makes, and models are available, and what's coming next (payload verses range – what's right for you);
- Charging Infrastructure options and recommendations;
- Fleet software solutions;
- Funding solutions, grants and support;
- Fleet rollout insights and recommendations;
- Q&A.



Our next webinar will be taking place on Tuesday 2 November 2021, email info@e-van-guru.co.uk to secure your place.



Brian Bachelor

Founder and Managing Director

Brian, the driving force behind E-Van Guru, has over 30 years' experience in the commercial vehicle industry, including 7 years promoting electric vehicles – a combination of skills that's currently all too rare in the automotive industry.

Brian started his career as a commercial vehicle diesel technician; however, it is in vehicle sales where he has really excelled. Before starting E-Van Guru, he left West Way Nissan as General Manager of its Fleet, Leasing and Business Centre operations overseeing the sale of over 10,000 vehicles per year. Brian has worked with brands including Volvo Trucks, Isuzu, Mercedes CV, Mitsubishi, VW Commercial Vehicles and most recently Nissan.

Brian understands the barriers to the adoption of an E-fleet, but also the benefits – both environment and financial. He established E-Van Guru with a mission to play an active part in removing these barriers and to accelerate take-up.



Gilly Bachelor

Executive Chairman

Gilly has been a director and shareholder of E-Van-Guru from the very beginning. Gilly brings a wealth of corporate experience previously working with companies including NatWest, Amey and BT, and within the automotive sector as Brand Director of a Volkswagen Commercial Vehicle franchise.

Gilly has over 20 years' experience of working in senior marketing and communications roles and owns and runs a successful travel business. As Chairman of the Board, Gilly works part-time in the business, and is responsible for formulating, owning and guiding E-Van Guru's long-term business success including market share, business growth and brand consistency.

Meet The E-Van-gelists...



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Emma Bachelor

Business Development Director

Emma bringing a wealth of e-van experience to the team, from her previous 12 years at Midlands Truck and Van, a franchised supplier of Mercedes-Benz commercial vehicles, where she specialised in account managing broker and leasing companies.

As Business Development Director, Emma is responsible for overseeing and growing E-Van Guru's client base – including broker relationships and end-user business.

Emma plays a pivotal role in the strategic and operational management of client's LCV fleets and their migration strategy to all-electric.



Phil Bachelor

Technical Director

Phil joined E-Van Guru after 16 years at Volkswagen Van Centre Birmingham, part of the Swansway Group. He started his career as a Volkswagen Commercial Vehicle Apprentice, progressing to a Master Technician and High Voltage Vehicle and Battery Expert, and most recently as the dealership's Service Manager.

Phil is E-Van Guru's technical lead including vehicles and infrastructure.



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