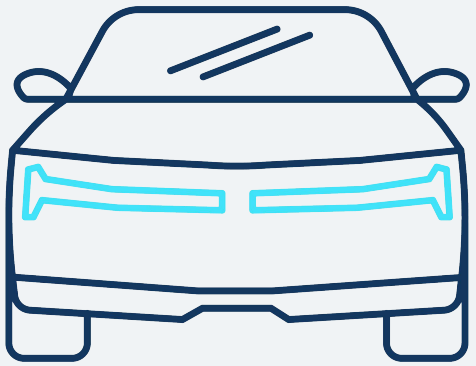
Fleet

Business case for fleet electrification

We're here to support your efforts in adding electric vehicles to your fleet. Whether you're taking your first step toward electrification or already running 100% electric, we have the expertise and resources available to help you during the transition process.



Use this guide to organize your ideas and make your case to include electric vehicles in your fleet operations.

1 Executive summary

Start with a high-level summary of your recommendations for adopting electric vehicles and vans into your fleet. Briefly mention financial and other benefits of your proposal, along with its strategic advantages. Be sure to explain your ideas clearly and concisely, and use specific examples and numbers, if needed, for support.

2 Background and challenges

Describe the current state of your fleet operations and any challenges you may face, such as high fuel costs, carbon emissions, ongoing maintenance costs or any other factors that may impact operational success.

3 Plan objectives

Outline the goals you want to meet through fleet electrification, and discuss how going electric supports your overall business strategy. These goals may include:

- Cutting fuel and maintenance costs
- Reducing fleet emissions
- Meeting organizational sustainability initiatives
- Improving brand reputation
- Future-proofing your fleet

4 Potential benefits

List and discuss the possible benefits that switching to electric vans may bring to your fleet, such as:

- Lower operating costs
- A smaller carbon footprint

5 Investment considerations and calculating total cost of ownership (TCO)

Provide a detailed analysis of the investment required to electrify your fleet, including the lifetime TCO of an electric van compared to internal combustion engine (ICE) vehicles. Use these online tools to help calculate TCO for your fleet:

- DRVE Tool: Comprehensive Fleet TCO Analysis and Electrification Optimization
- Volteum® EV TCO Calculator
- ZeroMission TCO Calculator

6 Operational and strategic considerations

Detail operational and strategic factors that should be considered when making the switch to electric vans, such as:

- Charging infrastructure and schedules
- Electrical considerations
- Training contributions to sustainability goals
- Brand impact
- Employee satisfaction and retention
- Future-proofing your fleet

7 Potential risks

Identify possible risks that may arise from adopting electric vans into your fleet, like how to keep vehicles charged for long-distance or unexpected trips, managing battery health and operational range, and future technological developments that could affect your investments in electrification.

8 Implementation plan

Create and share a timeline for your transition to electric vans. Be sure to schedule project milestones that cover vehicle purchases, charging infrastructure buildout, training and other important tasks. You may also want to consider starting with a pilot program if your company leadership wants more data before committing to a full transition.

9 Key performance indicators (KPIs)

Decide what KPIs to measure to determine the success of your electric transition. These could include some of the items covered earlier in your proposal like:

- Reducing costs
- Meeting sustainability goals
- Improving brand perception
- Increasing employee satisfaction and retention

10 Recommendations and next steps

Summarize your analysis and state your recommendations for making the transition to electric vehicles. Outline the next steps in the process, such as budget approvals, vehicle selection and starting procurement, and establish firm dates for completing these steps.

EV Transition Tools

When you're ready to electrify your fleet, GM Fleet is ready to help. With EV Transition Tools, our experts can help guide you each step of the way to make the transition process run smoothly. We'll help you:

- Plan for your electrification transition
- Install turnkey charging infrastructure for your specific needs
- Educate drivers and other key stakeholders about electric vehicles
- Maintain your vehicles and keep them in top shape
- Manage your fleet operations using powerful telematics, data and API services

To get started on creating a personalized transition plan for your fleet, visit: https://www.gmfleet.com/vehicles/ev-transition-tools

