

# CASE STUDY:

## EDF powers towards an EV fleet working with Arval

EDF is Britain's biggest generator of zero carbon electricity, generating zero carbon electricity from wind, nuclear and solar, and supplies energy to around 3 million residential customers.

The company's fleet operations are based in Gloucester, where Paul Limbrick, Fleet Transport Manager, oversees the operation of 800 light commercial vehicles and 400 cars, the latter being 'job need' and used for a variety of business purposes.

EDF has been working with Arval for the last four years, at which time it switched its car fleet from an outright purchase model to a choice list based on monthly lease rates.



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# BACKGROUND

As an energy company, EDF is very much aware of its environmental responsibilities and signed up to the EV100 initiative in 2017, which has seen more than 100 of the world's leading businesses make a commitment to transition their fleets to EVs and install charging facilities for staff and customers by 2030.

This move prompted a complete rethink of fleet policy, with EDF and Arval working together to create a strategy that would deliver on this pledge.

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**EV100**

# METHOD

Following the EV100 decision, Arval and EDF began updating the company's car policy to incorporate electric vehicles (EV) and petrol hybrid electric vehicles (PHEV) into their driver choice lists. EV100 qualifying criteria were adopted, including an electric-only range of at least 30 miles for PHEVs and emissions of under 50g/km CO<sub>2</sub> for each car.

The previous lease rate model of constructing the choice list was abandoned, as it often makes EVs and PHEVs look expensive in comparison to the petrol and diesel models they replace. A new whole life cost approach was adopted in its place, using data from Arval's rate book and management information system.

A new ultra-low emissions vehicle (ULEV) choice list was introduced in Q2 2020 and immediately proved a success. However, Paul made a decision to push harder towards pure EV adoption and so a new 'EV First' campaign was introduced in Q3 2021, designed to encourage employees to seriously consider an EV at the first replacement opportunity.

He said: "We could have met our EV100 commitment simply by continuing with the ULEV choice list, but after its introduction, EDF introduced a new company purpose to 'Helping Britain Achieve Net Zero', while the government also stated that accelerating the shift to zero emission vehicles was part of its new plan for a green industrial revolution, so we decided to go a step further.



**Ultra-low  
emission  
vehicle**

**choice list  
introduced in 2020**

*EV First is designed to highlight the advantages of choosing an EV over a PHEV, from both a driver benefit-in-kind (BIK) taxation and environmental point of view. We have produced a range of material for drivers, making the benefits as clear as possible, including information about improved EV ranges and the growth of the charging network, including workplace EV charging facilities at EDF locations.*



# RESULTS

Paul is confident that EDF is making good progress with its EV100 deployment plan.

"Analysis of the orders placed over the last year revealed a fairly equal split between EVs and PHEVs, with the latter being slightly ahead, but with the launch of EV First, we expect this to start skewing towards EVs.

"Reaction from drivers to EV and PHEV choices has been very good. They are enthusiastic about the vehicles and certainly appreciate the savings that are possible from reducing their BIK, which for some drivers equates to thousands of pounds every year.

"We've had some drivers come to us and ask if they can swap into an EV early, which is something that we facilitate where possible, and have also introduced a trade-up arrangement, whereby drivers can pay up to £120 per month to get into the vehicle they want.

"One of the enhancements we were able to make with the new choice list was to extend the choice of vehicles available, with a wider number of manufacturers and models. Our message is very much that if it meets our cost and environmental benchmarks, then we'll try and add it to the list!"

Paul also spoke positively about Arval's "One EV for One Tree" initiative, where the company commits to plant a tree for every EV added to the fleet.



*It's a really good initiative. In addition to achieving our own electrification commitment and company purpose, it's satisfying to know that Arval is very much on the same page as EDF from a corporate social responsibility perspective.*



## EDF's net zero initiative

EDF has made a corporate commitment to "Helping Britain Achieve Net Zero" by 2050. The company is already the country's biggest generator of zero carbon electricity, using a variety of wind, nuclear and solar to help cut net UK carbon emissions to zero, and supplies domestic customers with zero carbon electricity at no extra cost as standard.

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