

Fleet Logistics scales up Global Mobility Solutions business

Fleet Logistics Group, Europe's largest independent fleet management company, has scaled up its Global Mobility Solutions division (GMS) as part of its plans to transition from pure fleet management provider to offering new Managed Mobility Solutions to its clients and prospects.

Head of GMS, Thibault Alleyn, has appointed Madelaine Webster, formerly of Fleet Logistics UK and Ireland, to the newly created role of Global Consulting Manager, as the division accelerates growth plans following a spike in business levels and growing market interest during the pandemic.

GMS, which was created last autumn, brings together the expertise and market intelligence of Fleet Logistics' consulting team with the data management and analytical skills of its international reporting team.

Thibault Alleyn said: "We are delighted that Madelaine has accepted this new role within our GMS team and are confident that her years of experience in fleet optimization and new mobilities is bringing an immense value to our clients.

"In light of the current pandemic, companies are currently redefining their employee benefits related to fleet and mobility, as more people question the value of having only a large company car in the light of a broader mix of mobility types becoming available.

"This includes mobility budgets and mobility offers in a new 'sharing' economy, which complement, for instance, a smaller-sized company car. This is exactly what our MobilityBUDGET product offers, in a straightforward, effective and fully digital way.

Alleyn added: "Madelaine will play a key role in helping us shape our response to this corporate move to embrace greater and enhanced mobility options, as we define and introduce new products and developments. Besides this, she will be managing GMS client relations as well as steering and delivering consultancy assignments at a global level.

"Meanwhile, Phil Reeves, Technology Team Manager, will continue to guide GMS together with Madelaine and myself, alongside his role of overseeing reporting innovations, providing support for clients using state-of-the-art interactive business intelligence solutions, and day-to-day management of a team of experienced analysts involved in client and internal projects."

Reeves commented: "We are delighted with the level of interest shown in GMS by both current and new clients. Madelaine has joined at an exciting time when we are looking to expand the division to meet increased customer demand and interest."

Webster, who joined Fleet Logistics two years ago, has spent over 15 years in the UK fleet industry and sits on the Association of Fleet Professionals' Future Mobility Steering Committee in the UK.

She said she was 'greatly looking forward to the new opportunities GMS offers at an international level'.

"The world of corporate mobility is changing as companies look to offer their employees the opportunity to choose from an array of different mobility solutions.

"This still, of course, includes the traditional company car, but it's role, too, is evolving. One particular area of emphasis for us will be the growing movement towards

alternative solutions and the opportunities and challenges that this presents for our many international fleet customers," she said.

Thibault Alleyn added: "We wish to continue to play our role as industry experts, and share insights and knowledge with fleet and mobility stakeholders, independently of in-house or outsourced management.

"Across GMS, whether consultancy, reporting, analytics or publications, everything is based on real life, hands-on experience gained from working for 25 years with some of the world's major organisations – combined with fact-based forward thinking.

"The fact that Fleet Logistics Group is investing in additional senior managers in this part of the business is a proof of its commitment to shift from a pure fleet management organisation to a managed mobility provider."

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Notes to editors

About Fleet Logistics

Fleet Logistics Group is one of the leading fleet service providers in Europe with a contract portfolio of around 180,000 vehicles in more than 27 countries and a related cost base of around €2.5 billion managed on behalf of leading multi-national corporations.

With close to 25 years of experience, Fleet Logistics offers services around the entire vehicle lifecycle for purchased and/or leased fleets with the clear mission to create transparency, monitor spend, ensure driver satisfaction and manage suppliers.

As a pioneer in international fleet management, Fleet Logistics ensures to continue to fulfil its "we drive our industry" mission and meet the challenges of the future through its Global Mobility Solutions business unit.

Fleet Logistics is further expanding its portfolio particularly in the area of "mobility management" and part of those new services will be innovative mobility concepts for employees and company car drivers.

The company is jointly owned 40% by TÜV SÜD Auto Service GmbH, a wholly owned subsidiary of TÜV SÜD AG, and 60% by Volkswagen Financial Services AG.

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