

## Successful International Fleet Meeting at the Geneva Motor Show

The fourth International Fleet Meeting took place during the Geneva Motor Show when a host of key issues, including outsourcing, multi-bidding and green fleet management, were tackled by an expert line-up of speakers.

The event, which took place on the second press day of the Show, attracted an audience of around 250 fleet managers and representatives from the automotive, leasing and service industries met from all over the world.

Participants included an array of top-class speakers including Markus A. Falk, Vice President, Head of Global Car Fleet, SAP SE, and Jürgen Freitag, Head of Global Commodity Fleet, Siemens AG.

The event was then rounded off by an informative and challenging panel discussion plus opportunities for informal networking.

In his presentation, Markus A. Falk, SAP's Head of Global Car Fleet, drew attention to the opportunities and challenges that the world's largest provider of business software had to cope with when outsourcing the vehicle fleet.

According to Falk, this is much more than just managing the vehicles of SAP which operates in more than 20 countries. Administrative, legal, commercial, or sustainable aspects also had to be taken into consideration with external service providers.

Jürgen Freitag, Head of Global Commodity Fleet Siemens AG, devoted his presentation to the company's sustainability record.

The German technology company is committed to reducing the CO2 emissions of its fleet by 30% in the next few years. And by 2030, the fleet which consisted of more than 50,000 vehicles, is set to become CO2-neutral.

To achieve this purpose, a global strategy was developed in nine months, which, in addition to guidelines, also included strict controlling. Freitag pointed out explicitly that, despite the global strategy, national characteristics must always be taken into account.

In the subsequent panel discussion, chaired by Advertising Director Fleet World Group, Anne Dopson, Paul Verkinderen, VP Europe and Africa from Chevin Solutions, emphasized the importance of global reporting in order to harmonize national strategies on an international level. According to his findings, many companies still work on Excel spreadsheets.

In addition, Harald van Meel, Head of international Key Account Management at VWFS AG drew attention to the added value a car manufacturer could create from the synergies between manufacturers, leasing companies and dealer network.

He also pointed out that, for example, VW now offers comprehensive mobility services in the Netherlands - in addition to leasing, car-sharing, public transport and even the rental of e-bicycles.

Next year's International Fleet Meeting will be again held at the Geneva Motor Show on March 7 by co-organisers, fleetcompetenceeuropa GmbH and the Swiss fleet magazine, aboutFLEET. Details on topics and speakers will be announced in the coming months.

For more information and pictures of the event visit [www.internationalfleetmeeting.com](http://www.internationalfleetmeeting.com)

Dr Jörg Löffler, Chief Executive Officer at Fleet Logistics, said he had found the event interesting and stimulating.

“There was a strong inclination in the presentations towards outsourcing as the best management technique that a large multi-national organisation could effectively employ to manage a multi-thousand vehicle fleet across a number of borders and territories.

“Naturally, this is a view we would endorse, as outsourcing allows the organisation to concentrate on its core activities, while employing the services of a fleet management specialist to use its expertise in optimising the effective running of the fleet.”

Dr Löffler said the meeting had also highlighted the benefits that multi-bidding could bring in driving down acquisition costs. Fleet Logistics’ experience has shown that savings of 8-10% can be achieved by employing a panel of funders rather than a solus leasing company.

“Multi-bidding is a tried and tested technique for reducing acquisition costs across a large multi-national fleet and one that we have proved to work very cost effectively,” he said.

If you require any further information or advice on the above, please get in touch with one of the key contacts whose details are shown on the front page of this newsletter; email [info@fleetlogistics.com](mailto:info@fleetlogistics.com) or visit [www.fleetlogistics.com](http://www.fleetlogistics.com)