

The Road to EV Adoption

Five Steps to Transition Your Fleet to EVs



**COMPLETE
GUIDE**

Table of Contents

The electrification experts at Merchants Fleet have developed a proven, five-step process to help you successfully integrate EVs into your operations. This guide will take you along EV adoption journey as you learn, align, plan, pilot, and finally fully adopt electric vehicles into your fleet.

- STEP 1: Learn.....3**
- STEP 2: Align.....9**
- STEP 3: Plan.....14**
- STEP 4: Pilot.....19**
- STEP 5: Adopt.....29**



The Road to EV Adoption

STEP 1: LEARN

The road to electric vehicle (EV) adoption begins by educating both yourself and your organization about EV basics, the domestic and global EV markets, and the infrastructure required to support Zero Emission Vehicles (ZEVs) like EVs.

STEP 1: LEARN

STEP 2: Align

STEP 3: Plan

STEP 4: Pilot

STEP 5: Adopt



GUIDE

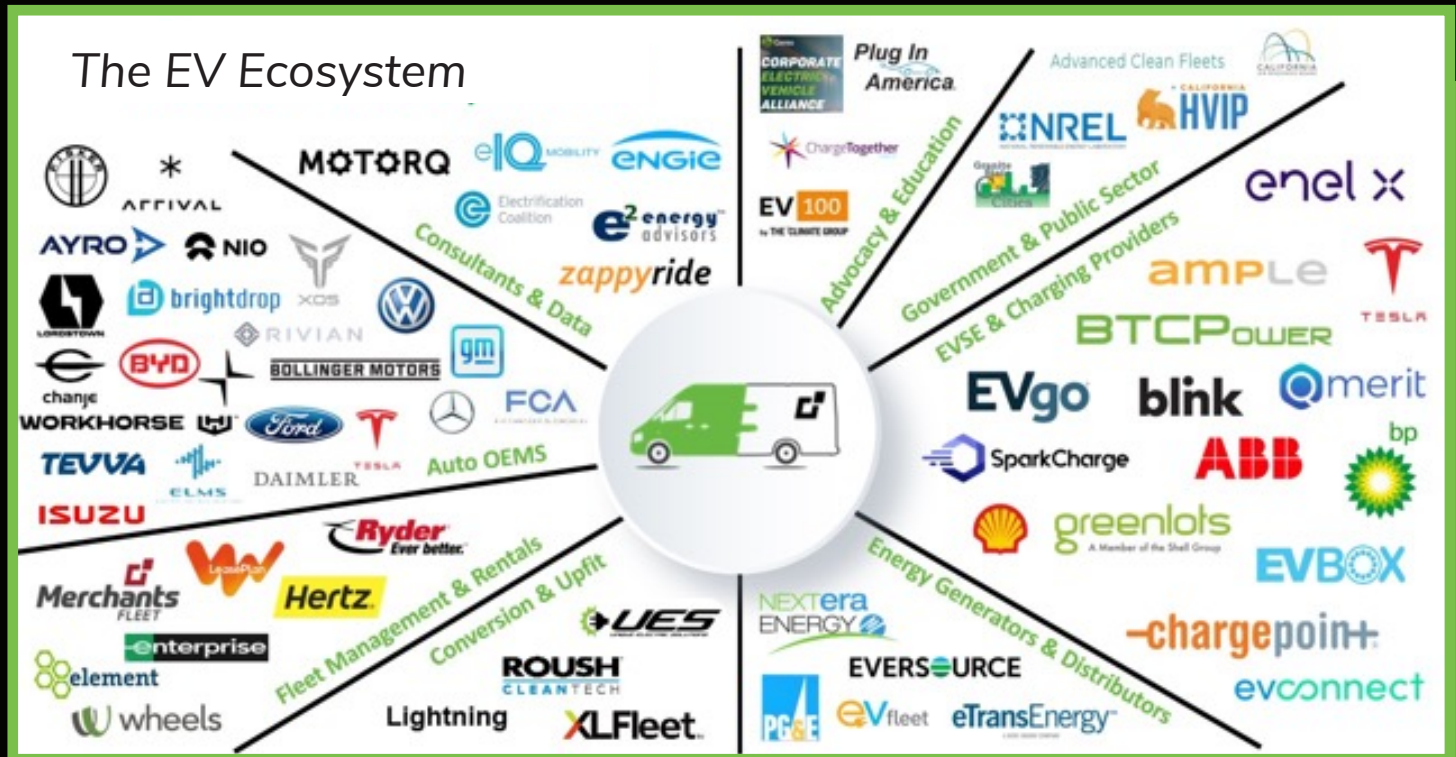
The EV Ecosystem: Complex & Growing

Did you know light vehicles, passenger cars, and light trucks help make up nearly 30% of all U.S. greenhouse gas emissions?¹ Because of the damaging effects of fossil fuels on the environment, the push for EVs has never been greater.

Companies like Tesla have made EVs a common sight on American roadways, and all major vehicle manufacturers in the U.S. have plans to drastically increase EV sales in the next 10 years. In fact, the global EV market currently is worth over \$250 billion and is expected to grow to nearly one trillion dollars by 2027.²

With this push to electrify transportation in the U.S comes a long list of new (and existing) EV makers, charging infrastructure companies, and EV data players.

Merchants Fleet has vetted and established relationships with the top players in the EV ecosystem, so you don't have to. We've done the legwork and removed the risk from your transition to an EV fleet.



¹Environmental Protection Agency, "Fast Facts on Transportation Greenhouse Gas Emissions," 2021.

²Meticulous Research, "Electric Vehicle Market (EV Market) - Global Opportunity Analysis And Industry Forecast (2020-2027)," 2021.



Why EVs?

Are EVs right for you? Achieving your organizations sustainability and ESG goals is an unequivocal benefit of jumping to EVs. Going electric not only means doing your part to cut CO2 emissions but also:

LEADING BY EXAMPLE

Many jurisdictions are completely phasing out new ICE (internal combustion engine) vehicles in the next 10 years. The move to EVs is now inevitable, and brands greatly benefit from getting behind the EV movement. Studies suggest that fleet electrification can have an outsized influence on overall EV adoption.

REDUCING FLEET TCO

Drastically reduce fuel, operation, and maintenance costs with an EV fleet. Government tax incentives also make it affordable to integrate EVs into your organization.

CUTTING-EDGE TECHNOLOGY

Be at the forefront of the tech that drives EVs. Realize the benefits of telematics, which greatly improve driver experience and overall fleet efficiency. There's little doubt that EVs are the fastest path to sustainability and partnering with an FMC like Merchants Fleet that specializes in EVs is the least risky way to convert your fleet.



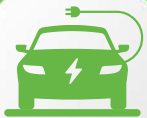
Types of EVs

EV technology has made great strides in the past few years, going from a fringe luxury product to the new standard in automotive manufacturing, including service vans, pickups, and freight vehicles. There are four main types:

BEV

Battery Electric Vehicles

Exclusively uses electrical energy for propulsion; also called a “full electric” vehicle



FCEV

Fuel Cell Electric Vehicles

An electric motor that is powered by a battery, which is charged by a fuel cell; the fuel is generally hydrogen.



HEV

Hybrid Electric Vehicles

The propulsion system derives power from both a combustion engine and an electric system.



PHEV

Plug-in Hybrid Electric Vehicles

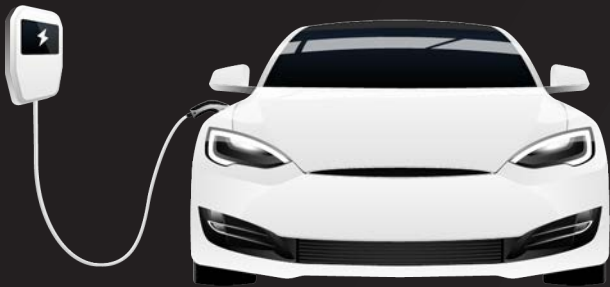
The propulsion system derives power from both a combustion engine and an electric system, but the electric system can be recharged from the utility grid.



CHARGING

Types & Stations

There are two primary factors that determine how fast an electric vehicle charges; the amount of energy the charging station can dispense, and the amount of energy a particular EV can accept. As for the supply, there are three “levels” of EV charging.



Level 1

This is essentially plugging into a standard household wall outlet. Level 1 charging presents the slowest charging speed as it provides around 1 kW of power.



Level 2

These are commonly found in parking lots, at businesses, and in private homes. This is the type of charger you would likely install at your garage/facility for recharging a fleet.



DC Fast Charge (Level 3)

These are the ultra-fast chargers that you'll find on the side of highways and highly populated electric car areas. These are beginning to proliferate across the U.S.

Merchant's Fleet partners with ChargePoint, the leading charging station manufacturer in the world. ChargePoint is creating the largest and most open EV charging network in country.



Pick a Proven EV Partner

While EVs are undoubtedly the future, the ecosystem remains dynamic and complex. As you learn about the EV ecosystem and plan your organizations path to sustainability, it's vital to partner with an EV expert that's deeply invested in fleet electrification.

Merchants Fleet brings together the best in EV infrastructure and technology to deliver a variety of services and solutions to help you make a seamless, secure, and cost-effective entry into electric fleets.



The Road to EV Adoption

STEP 2: ALIGN

The road to electric vehicle (EV) adoption begins by educating both yourself and your organization about EVs and the EV ecosystem at large. Now that you and your organization have a better grasp of EVs, this is the time to align the push to an electric fleet with your broader ESG goals and gain stakeholder buy-in.

STEP 1: Learn

STEP 2: ALIGN

STEP 3: Plan

STEP 4: Pilot

STEP 5: Adopt



GUIDE

Meeting ESG

ESG stands for Environmental, Social and Governance, and this is often referred to as sustainability in a business context. Here, sustainability is about the company's business model; that is, how its products and services contribute to sustainable development. It's also about a company's risk management (how it manages its own operations to minimize negative impact).

ESG offers an incredible opportunity for fleets to improve sustainability and reduce their carbon footprint. As your organization adopts and embraces the global ESG push, EVs will likely be your fleet's path to supporting a healthy planet.

Not only can correctly aligning EVs positively impact your ESG plan, but they can also jump start it. Merchants Fleet works with organizations that have both fully developed ESG plans, and those that have none, and are looking to EVs as the path forward. Electric experts such as Merchants can guide you through the development of these plans and provide formal EV assessments and strategies, such as our remarkable AdoptEV program.



Getting Buy-In

The other major component of aligning EVs with your ESG plan is getting stakeholders (and particularly C-suite) executives of your organization to understand and commit to the clear benefits of an EV fleet. However, you might be asking, “how do I do this?”

One way is to identify, involve, and engage internal stakeholders and EV evangelists throughout the company. Find those who are enthusiastic about EVs and leverage their enthusiasm along the way. Decades of experience and expertise in EVs has shown us that getting organizational EV buy-in can usually be influenced by the following five elements.

**Identify, Involve, and Engage
internal stakeholders and EV
evangelists throughout the
company**



Getting Buy-in

Value

Electric vehicles are the auto technology of the future and hitting ESG goals with EVs can lead to increased valuation (including brand). Firmly plant the leadership flag and influence an entire industry adopting EVs.



Sustainability

Compared to traditional ICE vehicles, EVs have virtually zero emissions. EVs are globally accepted for adherence to almost all government mandated action on climate change and regarded as one of the fastest ways to achieve a positive sustainability impact, while also driving the bottom line.



Viability

EVs are here and are the future of transportation. Demand will outpace supply for the next five years, so acting now on EVs puts you ahead of the competition. Merchants Fleet has fully committed to ESG by securing tens of thousands of EVs, 40+ EV and charging partners, and developed AdoptEV, our comprehensive and tailored EV assessment and detailed adoption plan.



Operations

By now, you know that EVs serve as an efficient, clean way to get the job done. But, what other operational elements can benefit from EVs? Safety is an obvious one. EVs are typically loaded with cameras and driver assistance tech, so your drivers will be safer. EVs use 5G networks that can help reroute trips and improve SLAs across the board. From acquisition to disposition, Merchants is with you every step of the journey.



Total Cost of Ownership

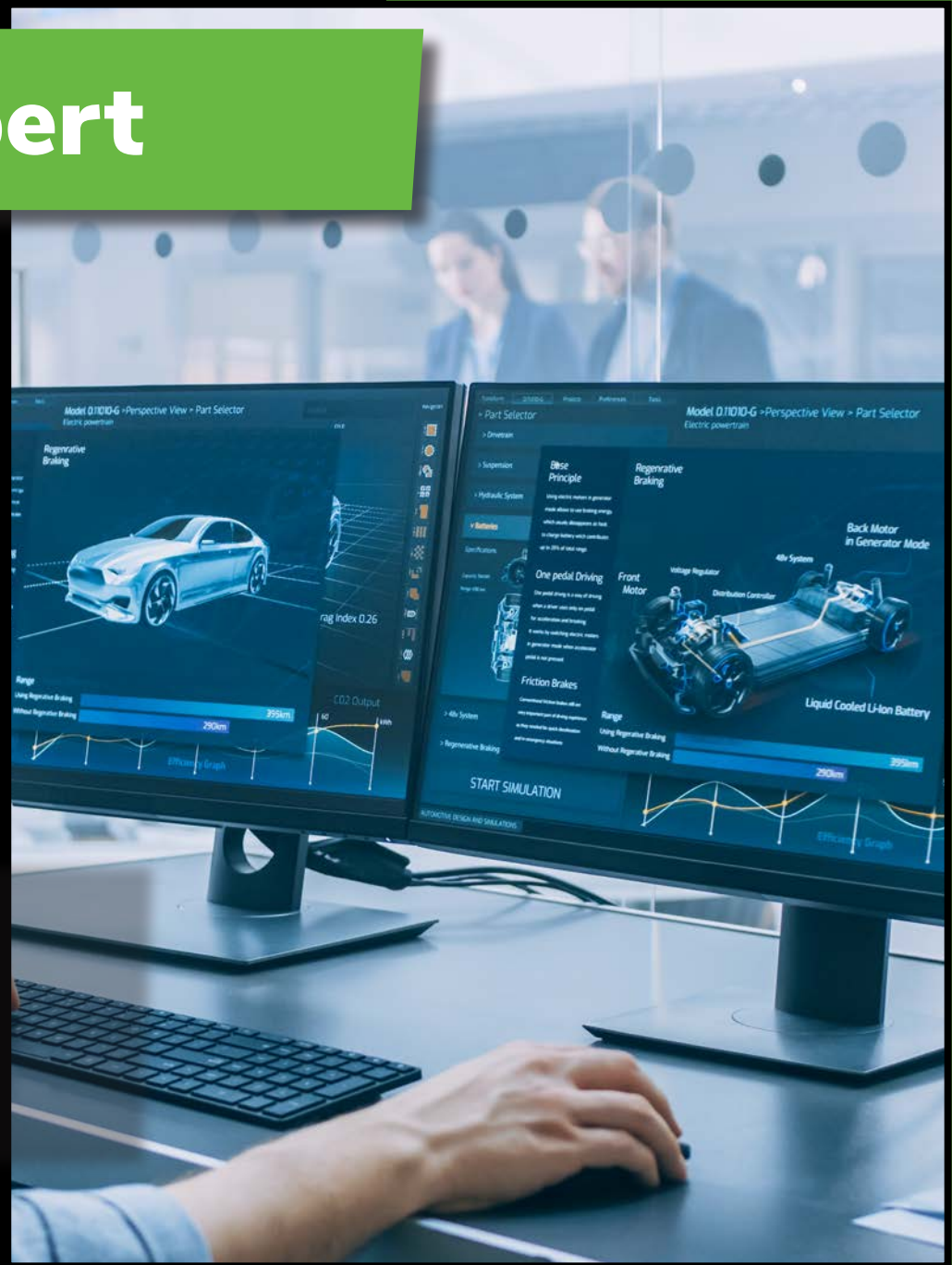
Imagine a future free of worry over fuel costs; Where fleet maintenance costs are a fraction of what you pay now; A future where EV telematics and data reveal game-changing business insights. This is the kind of TCO that EVs can bring your organization. Merchants AdoptEV program can maximize your EV TCO for maximum cost savings.



Align with an Expert

There can often be a gap between interest in EVs and your organizations broader ESG plans. However, developing a better understanding of how EVs impact ESG, and how ESG improves not only the environment, but brand value can go a long way to bridging this divide.

A dedicated, expert partner like Merchants Fleet can not only help you align your sustainability goals, but also help you establish buy-in from your organization's stakeholders and decision makers. Merchants will develop a custom EV adoption plan that aligns sustainability goals, maximizes TCO, gains organizational acceptance, and prepares you for an ever-evolving electric future.



The Road to EV Adoption

STEP 3: PLAN

The road to electric vehicle (EV) adoption starts with learning as much as possible about EVs, and then aligning what EVs can do for your organization with your company's vision and ESG goals and initiatives.

With both EV knowledge and organizational alignment in your back pocket, you can now start planning how to implement EVs into your fleet.

STEP 1: Learn

STEP 2: Align

STEP 3: PLAN

STEP 4: Pilot

STEP 5: Adopt



GUIDE



Planning Checklist

The first thing to do is to assess where EV adoption fits into your fleet, both today and in the future, and determine your starting point. Outline the steps you'll take to make the transition and clearly define your budget, including any grants or incentives you plan to use to offset costs.

EV planning can be initiated at any level in an organization. While some larger company's might see EV planning come from innovation departments and leadership positions, it's usually spread across multiple cross-functional teams. Regardless of the source of planning activities, it's vital to include Fleet Managers, who live and breathe the day-to-day operations of the fleet. Fleet managers can be especially valuable identifying the following EV planning items:

Vehicles & EVSE

What type of EVs will you acquire? What charging level and EVSE (Electric Vehicle Service Equipment) will you need? Will the charging infrastructure be ready when the vehicles arrive? What ordering tactics will you use?

Location & Cost

For example, where will the vehicles primarily be charged? On-site, at home, en-route? Which sites can more easily adopt EVs first? What other stakeholders should you consider engaging (utility, landlord, local governments, etc.)?

Sustainability & Scale

What EV mandates must be met during implementation? What grants and/or incentives are available to acquire EVs? What about driver and service team training? How much will you save in maintenance costs? What will be the organization's overall reduction in CO2 emissions?

Although fleet managers should be included in the planning process, always ensure that communication with executives and other fleet stakeholders is thorough and consistent. Everyone in the organization must understand the strategic direction of shifting to an EV fleet. Regardless, many questions will arise during the planning phase, which is why partnering with an EV expert like Merchants Fleet can help overcome adoption hurdles and provide access to EV resources and an extensive ecosystem of service and charging partners.



The Charging Question

The most common question that occurs for most people when discussing EVs is, “what about charging?” It’s a big question, and a fair one, as this can be a source of confusion when it comes to EV adoption. However, it’s the vehicle types and their usage that will largely drive your charging needs. So let’s dig into the details:

Setting Planning Timeline

Small onsite electrical upgrades can take 1-6 months to complete, midscale upgrades 6-8 months, and major upgrades can take 12-18 months.

How to Charge



Depot or Hub



En-route



Home

Selecting the Right Charger

There are three EV charging types to consider when evaluating EVs:

AC Charging – Level 1

Home / Light -Duty Use; Portable
1.4kW – 1.9kW
Connects to 110/120 VAC Socket
+4-5 Miles of Range / Hour

AC Charging – Level 2

Fixed Installation (Wall or Pole Mounted)
7.2kW – 19kW
Connects to 240 VAC / 40 – 81A Circuits
+20-60 Miles of Range / Hour

Direct Current (DC) Fast Charging

Fixed Installation & Larger Footprint
50kW – 350kW
Typically Found in Rest Stops or
Charging Networks



Measure, Model, Adopt

Typically, the planning process involves identifying teams to assign EV planning tasks. The tasks fall into three conceptual pillars which can be identified as Measure, Model, and Adopt.

MEASURE

The first stage in the EV planning process involves quantifying current fleet performance through robust fleet data analysis. By doing this first, you can address all the inevitable questions related to operations and costs that will arise during the planning phase. You'll have the numbers available when an executive stakeholder asks about current fleet performance versus what EVs can bring. By compiling data that gives a comprehensive review and data analysis of vehicle usage, your organization can confidently project cost savings and have a positive impact on sustainability.

MODEL

The next step is to build the organization's EV implementation model, including vehicle size and range recommendations, charging and energy needs, and sustainability and economic savings. For example, prospective EV buyers can sometime suffer from "range anxiety" and assume they'll be buying EVs with the longest possible range. However, understanding the geographic scope of the fleet and modeling usage will help pick an EV that might be more cost-efficient, even if it doesn't have the same long battery range as another model. This is but one way that modeling can help ensure you integrate the right EVs into your fleet. The pilot process (step 4) will also be vital in generating and validating model assumptions and data.

ADOPT

With these two phases completed, executive stakeholders (or established ESG goals) will often set a timeline and next steps to execute as part of the full EV adoption phase. Here they'll need fleet managers to have the EV infrastructure in place, an area to park the EVs, as well as have all EV training and protocols in place. While full EV adoption is the fifth and last step on the road to EV adoption, planning that includes Day One requirements is vital. It's critical to immediately get your EVs on the road and producing for your organization.



Plan with an Expert

Fleets that want to take full advantage of the economic, operational, and sustainability-related benefits of EVs must begin their journey now. The planning process, the middle step in the five step process, is a vital component of the journey, and Merchants Fleet has the expertise, experience, and tools to ensure EV planning is thorough and accurate.

Paving the way for full EV adoption will ensure you stay at the forefront of your industry by equipping your business with the latest, most efficient technologies so you can meet both your ESG and overall business objectives.

Merchants Fleet is the most electric fleet management company in North America and offers one of the fastest avenues to positively impact ESG and electrifying your fleet. Leasing your EV fleet from Merchants is one of the least risky ways to realize these benefits. Plan and consult with an EV fleet industry leader and get access to the most cutting-edge fleet vehicles around. Our AdoptEV consulting services can create a tailored plan using data, tools, and expertise to ensure you can confidently move toward an electric future.



The Road to EV Adoption

STEP 4: PILOT

The economic and environmental advantages of an electric fleet are clear: EVs reduce fueling and operating costs, meet sustainability requirements, and integrate with other systems to optimize fleet operations. As traditional fleets face budget constraints, emission standards, and consumer demand for quick, clean delivery, it's easy to see how any organization might rush into completely swapping out their ICE (internal combustion engine) fleets with EVs.

However, the successful adoption of EVs requires education (Step 1, Learn), organizational alignment (Step 2, Align), and careful planning (Step 3, Plan). It also requires a well-designed and executed pilot project to see how EVs will work in your organization.

STEP 1: Learn

STEP 2: Align

STEP 3: Plan

STEP 4: PILOT

STEP 5: Adopt



GUIDE

Get Your Pilot Off the Ground

Unsurprisingly, there are several crucial components to consider while developing your EV fleet pilot program. Though there will certainly be several team members who will be key to pilot success, remember that fleet managers will be crucial in executing pilot programs for an EV fleet.

As you begin getting your pilot off the ground, start by asking yourself the below questions:

Which
PARTNERS?



Which
VEHICLES?



Which
DRIVERS?



Which Partners?

It's no surprise that executing the right plan starts with the right people. A successful pilot also means identifying the right fleet partners and operational ecosystem to support the fleet. This ecosystem should include experts and business partners for each stage of the vehicle lifecycle, from acquiring EVs, through operating, maintaining, and optimizing vehicle performance, and final disposal.

A successful EV fleet pilot requires bringing together many people, including your organization's building facilities manager and property management team to help coordinate the implementation of pilot charging infrastructure. It is also important to work closely with your local utility to plan the electrical updates needed to accommodate the pilot and eventual electrification.

Make sure to assemble an expert construction project team, including contractor, buildout, and electrical roles, things an expert EV partner can assist with. This is one of the most important decisions to make during the journey to an all-electric fleet. Selecting the right partner upfront is crucial to scaling quickly, efficiently, and cost-effectively. Fleets experience the most success with an integrated end-to-end solution delivered by a vendor with expertise in every stage of implementing fleet charging. It's imperative that your selected partner is part of the planning, installation, and ongoing support.

When it Comes to Partners, Keep it Simple

It's time-consuming and expensive to coordinate with multiple vendors to (for example) get one brand of charging hardware running on another brand's network, then engage with other consultants to connect that network to your existing systems like telematics and fuel cards. The EV ecosystem is huge, and only getting bigger. You don't want the time and expense of this work to delay your initial pilot success or the ongoing savings of your EV fleet. Take the time to pick the right FMC partner upfront; you'll save money in the long run and achieve greater success with your EV fleet.



Which Vehicles?

Step two is determining which group of vehicles in your fleet to test, as this drives vehicle and charging model selection. Testing out the newest EV makes and models lets fleet managers gain an understanding of the best and most affordable EVs on the market for their use case. It's vital for everyone involved in the pilot to set aside pre-conceived notions about EVs, various brands, sales and marketing pitches, and so on.

Typically, fleet managers are essential to identifying a subsection of the business (such as the sales, executives, or logistics) to pilot a handful of EV models as a useful lead-up to adoption. This focused approach offers departments the opportunity to test, learn, and produce true EV evangelists in the organization.

When considering which EVs to add to the fleet, evaluate specific use cases and routes to develop a standard operating profile for pilot vehicles. That profile includes information like miles driven per day, hours of operation, and hours available to charge. Whether the vehicle needs to go 50 or 200 miles in a day and needs to carry a heavy or large load will make a difference for route planning. Fleets with widely variable routes can develop a standard pilot operating profile to meet most needs.



Which Drivers?

Choosing the right drivers for the pilot is important as well. Select experienced drivers who know their routes intimately, can advise on vehicle needs, and will fairly evaluate the EV performance against existing ICE vehicles. Pilot drivers also need to provide feedback that can help fine-tune fleet operations. Incorporate driver feedback and immediate learnings as soon as possible, then evaluate how the pilot is progressing against the set criteria. Typically, pilot EV drivers become strong supporters of EVs and you can leverage this enthusiasm to further educate your organization about EVs and fleet electrification.

How Do I Assess EV Performance?

MPGe (miles per gallon equivalent) is the official metric that the EPA uses to measure the efficiency of alternative-fuel (including electric) vehicles. This makes it the most common number you'll come across when researching an electric vehicle.

Just like regular MPG shows how far a car will travel on one gallon of gas, **MPGe shows how far a vehicle will drive on 33.7 kWh of electricity – the energy equivalent of one gallon of gasoline.**

Remember to also have drivers factor in such things as the overall “feel” of the EV, safety features, available space, comfort, and maneuverability.



Charging

As part of the pilot program, fleet managers must focus on getting the most out of their new EV fleet. First, fleet managers need to know how to optimize charging around utility rate structures, which means planning where and when vehicles will be charged, considering both the operations of the vehicles and the cost and availability of electricity. Will the EVs be charged at the main office or depot, on the road, at homes, or a combination. Gaining this data before implementing a full EV fleet will put the company ahead for saving electricity and money when “refueling” EVs.

To design how to charge the vehicles, analyze your building’s current power use then estimate how many electric fleet vehicles will be needed (over time, not just for this pilot) and what their operating and charging profiles are. Based on these vehicles’ energy needs, estimate the amount of power needed. If possible, install additional electrical capacity upfront for charging the total number of EVs eventually expected to have in service, otherwise, there can be additional expensive updates later. It’s significantly less expensive to do it correctly the first time.

TIP: Power management tools can distribute power effectively between your charging stations, allowing you to get the most benefit from your infrastructure investment.

GET CONNECTED WITH CHARGING



When the utility has supplied the site with the power needed, it’s time to install the EV charging stations and set up the software to optimize energy use for the fleet. Software-driven EV charging hardware is crucial for the success of any electric fleet; it’s what allows connection to EV charging to the other systems to manage energy use and get real-time data on vehicle charging status. This will enable better measurement of the success of the pilot and continue optimizing the fleet electrification over time.

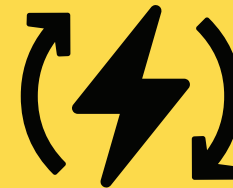


Make the Right Electrical Upgrades

When there is an understanding of how much power is needed to charge the EV fleet vehicles, work with your utility to upgrade the power supply appropriately. While it might not be needed to upgrade the electrical supply for the pilot, you'll most likely need more power to scale an entire EV fleet. When you install site electrical infrastructure, consider trenching and installing conduit to support even more EV charging in the future. As mentioned earlier, this saves money later.

Because of its complexity, utility work might be the most time-consuming part of the project. Don't forget that charging likely involves permitting and construction work at the property as well as the utility efforts. Make sure to establish power needs early on and get started with the work as soon as there is a detailed understanding of what it will take to support the pilot. The good news is that most fleets don't need to set up their own microgrids or battery storage to support electrification. Fleets simply need to work with their utility to ensure sufficient power supply, and the right EV charging solution will be able to intelligently allocate available power across vehicles and balance it with the overall building load to optimize fleet charging.

Utility work is often the most time-consuming part of the project. Establish power needs early and allow ample time for the necessary electrical upgrades.



Cost

In addition to the cost of procuring the pilot EVs, obtain access to utility bills to get information on how much the charging will cost the organization. You might have to communicate with the operations or accounting department to get the information, but it will help determine the cost of charging EVs. If figuring out the cost of electricity to charge EVs is too cumbersome, fleet managers can investigate going with a third-party company that is an energy as a service (EaaS) company who can help with combining the capital costs for the EV charging infrastructure with the fleet's operational expenses in a single bill. During a pilot project would be a good time to test this kind of service, and the right partner should have these EaaS relationships pre-established.

TIP: Determine if your utility provider has any grants or incentives available to support your investment in EVs or EV chargers and infrastructure.



Time Frame

Fleet managers should engage in the pilot for a predetermined timeframe and focus on data gathering and field feedback for executive management. Pilots can yield significant learnings about how your strategy might impact drivers, customers, and your overall business operations. They can also help you determine if you have the right partnerships in place and if your goals are realistic and scalable.

Hit the Road

Once vehicle acquisition is completed as well as utility upgrades and charging installation, it is time to start using those EVs. You've already identified the right routes for the pilot vehicles, and the right drivers to drive those routes. Now it's simply a matter of fine-tuning the routes and charging needs, then eventually expanding your EV fleet.



Work with an Expert

One of the most important decisions you'll make on your journey to an all-electric fleet is selecting an EV partner. Selecting the right partner upfront is crucial to scaling your electric fleet quickly, efficiently, and cost-effectively. Fleets experience the most success with an integrated end-to-end solution delivered by a partner with expertise in every stage of implementing EV fleets. You want a partner that will work with you during planning, installation, hardware/software management, and ongoing support.

Follow these planning and execution steps (with the right partner), and the EV pilot is likely to be a tremendous success. Contact Merchants Fleet to start planning your EV pilot, and partner with the most electric FMC in North America. The world of electric fleets is a bright one, and we're excited to help you on your journey.



The Road to EV Adoption

STEP 5: ADOPT

Congratulations! You've made it to ADOPTION, the final step in the road to an EV fleet. With a successful pilot program wrapped up and data collected, it's time to procure and integrate EVs into your fleet. Now you'll start seeing tangible results from the previous four steps come to fruition in the form of shiny new EVs. However, there are still things to consider during this fifth and final step in the road to EV adoption.

Remember that this last step is one of the longest; it will continue to evolve and shift as your organizational needs change and grow, much like the EV ecosystem itself. The end goal is to make ICE vehicles the "exception" and EVs the "rule" when it comes to your fleet.

STEP 1: Learn

STEP 2: Align

STEP 3: Plan

STEP 4: Pilot

STEP 5: ADOPT



GUIDE

Communicate the EV Commitment

A successful pilot program from step four should provide the necessary data to form a clear vision of how EVs will fit into your organization. Now, you should be ready to make vehicle commitments to begin your transition to EVs, implementing them directly into your logistics and business processes. Make sure to communicate your commitment intent to both internal and external stakeholders.

Like any other strategic shift, moving to EVs involves behavioral and cultural transformations within the organization. Change can be hard for individuals and the organization as a whole, but having a team with a unified message and resources available can help. Remember to seize upon the EV momentum that has been building in your organization, and make sure to grow and foster this at every opportunity.

Continue to optimize EV performance and track progress toward your goals. Revisit your progress with executive management to update the company's "EV vision" regularly. Also, ensure your EV adoption plan is aligned with your corporate ESG initiatives as EVs can be one of the fastest ways to impact ESG.



Add the Right EVs to Your Fleet

Now that you're fully integrating EVs into your fleet, you'll need to add the right models. As nearly all automotive manufacturers have committed to rolling out EVs to market, competition will naturally drive improvements in range and features to potentially surpass those of the models used in your pilot.

Work with a fleet management company (FMC) that knows your business needs and stays up-to-date with the latest in EV makes and models for the best EV recommendations. Some FMCs even offer closed term leases on EVs to allow you to grow your electric fleet with zero-risk at the end of your lease term.

Your organization might need to add BEV pickups, delivery vans, and sedans, depending on what departments are making an EV conversion. We recommend an easy-to-use tool, like our EV Finder, to quickly sort and filter through current and future model offerings to help plan for these acquisitions.

Find and compare multiple EVs across different OEMs by visiting merchantsfleet.com/ev-finder



Track & Monitor

While working toward full EV adoption and integration is the ultimate goal for many organizations, you'll likely have a mixed fleet of EVs and older ICE vehicles for some time. Optimizing EV performance and tracking progress toward sustainability achievements continues to be important during this step of the EV transition process. Understanding the current emissions of your entire fleet and measuring them on an ongoing basis will help to determine how quickly your organization is achieving its goals and the true impact of EVs on your bottom line.

The right EV tracking and management software (and the right partner) can help fleet managers achieve optimal fuel/charging costs, manage charging access, and monitor driver efficiency. This ensures that total cost of ownership (TCO) for the fleet remains within the business case.

An EV partner, like Merchants Fleet, can help you install and activate your telematics and tracking system, and our Consulting Services team identifies fleet trends and recommends adjustments to improve performance. Our experts will help optimize your fleet and increase productivity. We can help identify key areas of improvement for cost savings and safety and assist your electric vehicle fleet ROI by supplying you with recommendations.



Consider ESG

As we mentioned, the fastest path to meeting corporate environmental goals for most companies can be integrating EVs into their ESG (environmental, social and governance) strategies. ESG is often referred to as sustainability in a business context, but it's also directly related to a company's business model; that is, how its products and services contribute to sustainable development. It's also about a company's growth and risk management – as in how it manages its own operations to minimize negative impact.

As organizations adopt and embrace the global ESG push, EVs will play a key role. The speed, simplicity, and effectiveness of adopting EVs can't be overstated. If your organization is committed to ESG then your new EVs are likely part of that overall strategy. However, if your organization is new to ESG or hasn't developed an ESG strategy, adopting EVs has put you well on your way to meeting environmental goals. Converting even a small percentage of ICE vehicles on the road today to a zero-emission powertrain can result in truly remarkable results for both your business and the planet.

Adopting electric vehicles is one of the fastest ways to become more ESG compliant



EV Adoption is a Journey... Enjoy the Ride

Fleets that want to take full advantage of the economic, operational, and sustainability-related benefits of EVs must begin their journey now. Paving the way for full EV adoption will ensure you stay at the forefront of your industry by equipping your business with the latest, most efficient technologies so you can meet both your ESG and overall business goals.

Remember, you should revisit your progress and update your EV vision regularly. The easiest way is by monitoring fleet data to ensure that your EV TCO numbers are hitting their target. Also, keeping a pulse on the EV world, including new makes, models, charging solutions, and battery technology, will help ensure you're using the best vehicles for your business goals.

Most importantly, picking the right EV partner, like Merchants Fleet, is key to a simple, smooth, and low-risk way to begin the journey. EV adoption is a journey rather than a set destination, so continuing to evolve and grow your efforts over time is crucial.

**Need an expert to assist you in
navigating your transition to EVs?
Contact us at 866.653.2737 or
leasecontact@merchantsfleet.com**

