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TELEMATICS AND DASH CAMS IN EUROPCAR VANS HELP CONSTRUCTION SAFETY SPECIALIST MANAGE DRIVER WELLBEING

Major construction safety equipment provider sees significant benefits with the adoption of Geotab and SureCam in Europcar long term rental vans

Safety comes first at BCS Group, part of the Barhale group of companies. As one of the UK's leading suppliers of safety and construction products and services, it has a network of drivers delivering to construction sites across the UK from depots in the Midlands and Scotland. Ensuring the safety of its employees and other road users is crucial.

Working with Europcar Vans and Trucks, a division of Europcar Mobility Group UK, BCS Group has recently capitalised on the van rental provider's partnership with world leader in commercial telematics Geotab and dash cam experts, SureCam in a select number of vans on long-term rental.

"Like all employers, we want to ensure the safety of our staff at all times and, given that we are working in the business of safety, our customers expect us to demonstrate the highest standards", explained Nathan Phipps, Fleet Supervisor, BCS Group. "We were excited to learn about Europcar's partnership with Geotab and SureCam and the opportunity to give our drivers even more support."

In an initial pilot of the technology, 50 Europcar commercial vehicles on long-term rent have been installed with dash cams and telematics. BCS Group has set up reporting that monitors specific high risk driving behaviours such as hard acceleration, harsh braking and speeding. Tailored reports enable the company to identify 'good' and 'bad' driver behaviours and to focus driver training on those individuals that most need support.

BCS Group is also able to edit each vehicle's live device feedback to focus on specific areas of risk. For example, setting each device to beep when seat belts have not been used with the ignition running or for sustained periods of engine idling.

Driver Safety Scorecards are used to create tailored reports that give BCS Group an overview of all driver activity. They provide each of the company's regions with monthly management reports showing the best-performing drivers.

"The combination of having vehicles on long-term rental with the integrated technology has been very useful for BCS Group in a number of ways", continued Nathan Phipps.

"Europcar's long-term rental service means we can have a fleet that is fit for purpose for our business needs without having to make the financial commitments typical of leasing. And, through the Geotab and SureCam partnership, we benefit from insight that usually would only be accessible in contract or owned vehicles.

"The introduction of this technology has delivered both driver safety and cost benefits for BCS Group. We have seen a marked improvement in driving styles. It has meant a reduction in light damage on vehicles, which otherwise would add to our business costs, as well as a reduction in fuel usage.

From the point of view of driver education, the picture quality is very clear, so we have been able to use the videos to support training programmes within the business. Plus, at a strategic level, having the ability to 'test' the technology in partnership with Europcar has helped us understand how we might be able to use it in our owned vehicle fleet too."

The other advantage for BCS Group is the ability to manage light damage costs and insurance claims more efficiently. "The instant alerts, combined with video content from the scene of an incident, are invaluable" added Nathan Phipps. "The high alerts are checked daily and we can download, save and use the video footage to defend against spurious insurance claims."

Clive Forsythe, Commercial Director, Europcar Mobility Group UK concluded: "BCS Group's adoption of this new technology shows that there is a real value in gaining better insight into driver behaviour. Combined with our long-term offering it's a great example of how Europcar is innovating for the changing dynamics of the commercial vehicle marketplace.

“With no deposit or early termination charges, long-term rental offers a cost-effective alternative to outright purchase or traditional leasing agreements. It gives businesses added flexibility at any time, but particularly now when vehicles are not available or at the very least delayed. And with the addition of telematics and dash cam technology, businesses can manage their vehicle usage more effectively than ever.”

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About Europcar Mobility Group

Europcar Mobility Group is a major player in mobility markets and listed on Euronext Paris. Europcar Mobility Group's purpose is to offer attractive alternatives to vehicle ownership, in a responsible and sustainable manner. With this in mind, the Group offers a wide range of car and van rental services – be it for a few hours, a few days, a week, a month or more – with a fleet that is already "CO2 light" and equipped with the latest engines, and which will be increasingly "green" in the years to come (more than 1/3 electric and hybrid vehicles by 2023).

Customers' satisfaction is at the heart of the Group's ambition and that of its employees. It also fuels the ongoing development of new offerings in the Group's three service lines - Professional, Leisure and Proximity - which respond to the specific needs and use cases of both businesses and individuals. The Group's 4 major brands are: Europcar® - the European leader of car rental and light commercial vehicle rental, Goldcar® - the low-cost car-rental Leader in Europe, InterRent® – 'mid-tier' car rental and Ubeeqo® – one of the European leaders of round-trip car-sharing (BtoB, BtoC).

Europcar Mobility Group delivers its mobility solutions worldwide through an extensive network in over 140 countries (including wholly owned subsidiaries – 18 in Europe, 1 in the USA, 2 in Australia and New Zealand – completed by franchises and partners).

Further details on our website: www.europcar-mobility-group.com

About BCS Group

BCS Group, part of the Barhale Group, is a privately owned company first established in 1980. BCS Group is a leading supplier of safety and construction products and services that operates from our central manufacturing and distribution centre in the Midlands. BCS prides itself on providing a first class service to all its customers, ensuring the right product or solution is delivered to the right location on time. With over 5,000 items within its core range, BCS Group can fulfil any order and ensure it is delivered directly through a dedicated transport fleet.

About Barhale

Barhale is a civil engineering and infrastructure specialist with more than 40 years' experience in the construction industry. Founded by chairman, Dennis Curran in 1980, the group was originally set up as a specialist tunnelling contractor. While retaining its tunnelling roots, repeated success across the water, energy, transport and built environment markets of the construction industry has enabled Barhale to expand its skill sets to become one of the largest privately-owned infrastructure specialists in the UK. Visit www.barhale.co.uk