

## **HARNESSING TECHNOLOGY FOR A SMOOTHER RIDE BEFORE THE JOURNEY EVEN STARTS**

**Europcar's Sam Sterry highlights the benefits of new technology on and off the road**

The September plate change has seen the next generation of motoring technology hit the roads, from electric drive trains and connected cars to increasingly sophisticated telematics. And these are all changing the landscape for motorists and the businesses that employ them.

Ride-sharing is predicted to become the norm, especially for businesses looking to keep their staff on the move safely and for less. But the move away from the traditional company car to car sharing and integrated transport solutions, means fleet and travel managers have the challenge of managing a wider spectrum of services.

How can they be sure that they are selecting the best mode of transport for each journey? And how can they ensure it's best for the company when it comes to cost and emissions?

Today's mobility solutions can take many forms thanks to the emergence of new technology, from the latest car sharing services accessed through mobile phone technology to traditional vehicle hire that combines with taxis and the public transport network for a seamless journey. And to make the most of today's wide range of mobility solutions, companies should aim to access to these choices via a convenient, user-friendly tool which will enable them to save time and money when it comes to keeping their staff on the move.

By bringing all the services together, on one easy to use portal, the fleet manager can book, manage and monitor every mobility service available to ensure they are getting the best for their business – and employees. And new tools are being developed to make it easy for fleet and travel managers to identify when it's financially wise to use existing fleet or even grey fleet and when it makes sense to hire vehicles, whether by the hour, day or longer.

The key is to find the right tool for your business – which not only provides an easy way to book the right mobility solution for the job, but which provides the insight to understand how those solutions are being used on an on-going basis, including their cost and emissions. In other words, businesses need to invest in the technology behind the scenes as well as on the road for the smoothest journey.