

MaaS, EVs and Data: Three takeaways from the 2019 Fleet Europe Summit

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The 2019 Fleet Europe Summit gave food for thought, but it also provided answers to pressing topics on the minds of fleet and mobility leaders from across Europe. Here are 3 lessons from the 2019 Fleet Europe Summit in Estoril that you need to keep in mind when directing your fleet and mobility strategy in 2020.

MaaS is not for village idiots

“I’m now being called the ‘Father of MaaS’, but when I explained the concept back in 2006, I was the village idiot,” said Sampo Hietanen, CEO of MaaS Global. Indeed, MaaS and carsharing are now valid alternatives to the company car for many use cases.

Mr Hietanen cited a survey, saying that “38% of drivers are ready to use MaaS. In Europe alone, that would remove 70 million cars from the road. Only 28% said they definitely wouldn’t use MaaS.”

The growing importance and acceptance of MaaS was also illustrated by the many suppliers present at the event who understand that expanding their car-centric services to user-centric mobility is a necessity in tomorrow's fleet and mobility environment.

It was therefore fitting that ALD Automotive received the Fleet Europe Innovation Award for [ALD Move](#), our first MaaS app that provides real-time travel insight and advice to improve efficiency and optimise multi-modal mobility.

Diesel & BEV

The main conclusion from the Remarketing Forum, held alongside the Fleet Europe Summit: the powertrain debate is far from behind us.

A tsunami of new plug-in hybrids and electric vehicles will enter the market in 2020, which will have a positive impact on the acceptance, the price and the residual value of electric cars on offer. Still, the latest RDE-tested diesels prove the fuel still has a future, and therefore a place, in the fleet market.

However, when discounts on new battery-electric vehicles and subvention schemes will increase (as they have recently done in Germany), the market will finally go where the money is and adopt BEVs in more than discrete numbers.

Actionable data & Artificial Intelligence

Most participants of the International Fleet Managers Institute Masterclass, attended by 30 fleet and mobility managers, agreed data is very important. Nevertheless, the extent to which they had solutions at hand to exploit their data, varied wildly. For many, it's still a pain to maintain data quality and to extract useful and actionable information from the available data.

Fleet managers also agreed rolling out connectivity for benefit vehicles is more straightforward than telematics – the biggest difference being the former doesn't track a vehicle's location whereas the latter does. And this location tracking is something works councils often object to, confining it to vocational fleets rather than benefit fleets.

The advent of Artificial Intelligence today could create new data mining opportunities for suppliers, while facilitating data acceptance and data security and generating clearer benefits for the customer.

Of course, the importance of these three takeaways depends on your company's strategy, culture and business goals, but it is self-evident that, when defining the outline of your fleet and mobility programme for 2020, these three topics require your attention. The team of ALD Automotive is happy to assist you in addressing these topics within your corporate strategy.

[Thierry Faure, Head of Sales International Key Accounts at ALD Automotive,](#)



commented: *"I was thrilled by the 2019 Fleet Europe conference edition, having seen so many strategic clients of ALD Automotive on stage winning awards (AstraZeneca, Veolia,*

Roche, Mondelez, Nokia) ; it feels like there could be a correlation between the support they get from ALD

Automotive and the success they have in putting their fleet under control and in stepping into new territories to optimize their costs, improve on safety, engage greening and mobility. In that regard, winning the innovation award for ALD Move is evidence we are supporting our clients in improving driver UX with smart digital and practical solutions."

Photo credit: Nexus