Mobility Blog

There's no one-size-fits-all mobility

Getting your own company car used to be the sign you had made it professionally. That rule is changing. Employees are increasingly expecting mobility solutions that are flexible, easy and available at the touch of a button. This doesn't mean entirely abandoning the use of a car, but it does mean looking at additional value-added alternatives. The "one-size-fits-all" car policy is no longer an option and fleet managers will need to adjust to this paradigm shift. Here are 5 aspects which are influencing current fleet policies that you should keep in mind.

1. **Nice to have**

For younger generations in particular, a car is a "nice to have" or a work tool at best. They want an easy and flexible way to commute to the office, to go and see clients or to go places at the weekend. Some even see a car as a constraint and financial burden due to parking fees or the fiscal implications of benefits in kind. They may prefer broader mobility options rather than having to deal with a car they don't want. Employers need to take these changing views into consideration as mobility options be a determining factor during the job application process.

Nevertheless, a car will remain an important option for many people, and it should at least be one of the available choices in any mobility strategy.

1. **Sustainable mobility**

Corporate Social Responsibility is a multi-faceted issue that also includes awareness of the environment. For fleet managers, this means the powertrain debate is more important than ever. Companies need to have a clear overview of their TCO per powertrain which will enable them to make the right choices with real figures, taking into consideration local taxation.

For the time being, electric cars are still insufficient for certain driver profiles, who are often better off with hybrids or plug-in hybrids or indeed petrol and diesel cars. In other countries, however, more developed EV infrastructure or specific taxation rules favour EV adoption. Talk to us and find out whether the time is right to go EV for your fleet.

1. **Sharing as an alternative**

Most cars remain stationary for most of the day. Why not set up a car sharing service to optimise your fleet usage? Sharing can also be a tool to solve the first and last mile question. A shared bike or e-scooter can often get you to your final destination more easily than a car or traditional public transport.

1. **Mobility budget**

Putting in place a mobility budget is a complex matter but it can be the way to offer your workforce flexible mobility options they can use freely. At this moment, Belgium and the Netherlands have integrated the most thorough mobility budget frameworks.

1. **Digital access**

Technological progress is opening up additional mobility options just a fingertip and away and making multi-modality a reality. Why not consider how to factor in innovative digital tools that help employees make more efficient and environmentally friendly travel decisions in real-time, extending options to include alternatives through the public transport network, car sharing, EVs, scooters, bikes and more.

Advisory approach

At ALD Automotive, we know that it isn't easy redesigning your employee mobility policy and that everyone's needs are different. To facilitate this process, we use an advisory approach to help clients challenge and define their vision of mobility, which involves multiple internal stakeholders to ensure a holistic approach, collect employees' needs and align them with the company's vision to define a mobility strategy. To encourage this process, we've created Mobility Experience Centres in France, the Netherlands and the UK which provide an inspiring environment for these co-creation sessions focused on mobility. Our experts at ALD Automotive are here to help you draw up a tailor-made mobility policy that suits your employees' needs.

Please contact our **Business Intelligence Consultancy Department** to find out more: consultancy@aldautomotive.com