



# THE COMPLETE GUIDE TO GREY FLEET ALTERNATIVES



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A Grey Fleet journey describes when an employee uses their own vehicle for business travel. Effective Grey Fleet management has its benefits and many businesses may be considering operating a Grey Fleet as their safest option, due to a perceived low cost.

However, operating a Grey Fleet under the current circumstances, for many businesses, has created specific challenges, namely: increased **risk associated with properly managing a Grey Fleet**, emphasis on **safety** and **cleanliness**, as well as the challenge of managing the cost of **mileage reimbursement for employees**. In order to operate a safe Grey Fleet, managers will need to have a fairly robust and clear travel policy in place that takes into account these factors – or risk being non-compliant.

If you're having problems managing your Grey Fleet, or deciding if a Grey Fleet is the best option for you, there are alternatives. In this eBook, we have outlined the **most effective alternative mobility methods** to help you decide which is the best for your business, and how to use multiple transportation methods as part of a successful mobility solution.

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# WHY DO BUSINESSES CHOOSE TO OPERATE A GREY FLEET?

**Many businesses choose to operate a Grey Fleet because it allows employees to use their own vehicles when travelling, so long as they properly maintain their vehicle and keep a record of the required information - such as mileage, taxes, and insurance.**

For some companies, operating a Grey Fleet works well. Many employees are comfortable and happy using their own vehicles and it often means less hassle for them when it comes to travelling, as the vehicle is ready for them to use immediately.

When you're operating a Grey Fleet, there's no need for your employees to wait for the vehicle to be handed over, or pay for any additional services. As many Grey Fleet vehicles are used

when employees travel frequently in a fairly small geographic area, it tends to work fairly well. If properly organised and managed through a robust travel policy, operating a Grey Fleet can be a viable mobility solution for companies who have the resources to do so effectively.

However, if you run a Grey Fleet as opposed to using other travel methods, you could be faced with issues that you wouldn't otherwise encounter.

# WHAT ARE THE PROBLEMS WITH OPERATING A GREY FLEET?

While there are positives to operating a Grey Fleet, it's important not to underestimate how it can pose certain challenges. Here are some common issues companies have when managing a Grey Fleet.

## Cost

Allowing employees to use their own vehicles can be more cost-effective for shorter journeys with lower mileage; however, more recent trends show that travellers are driving for longer domestic or regional trips (where they may have opted to take a flight or train in the past) which could lead to higher operational costs overall. It can become more difficult to track the mileage employees are logging on business journeys,

and you risk overcompensating when reimbursing your employees for travel.

On top of this, if your Grey Fleet is not tied to an expense system and has a clear audit trail, actual miles driven have been proven to be overinflated. This lack of governance can lead to costs **spiralling out of control**.

## Duty of care

In addition to the cost implications of operating a Grey Fleet, another potential issue for businesses is the increased risk as a result of employees using their own vehicles.

When you hand control of the vehicle to your employee, you have a duty of care that they should be driving safe, well-maintained vehicles with the appropriate documentation and insurance coverage – but you cannot guarantee this will be the case.

**New UK research** found that more than half of Grey Fleet drivers (54%) say they don't **conduct basic safety checks before a long trip**, and around one in five (19%) say they currently have a warning light showing, but don't plan to have it checked.

This alone demonstrates the risk businesses face when allowing employees to use their own vehicles; and, with the pandemic only furthering these challenges, businesses operating a Grey Fleet need to seriously consider how safe it is under the current circumstances.

## Compliance

In order to manage a Grey Fleet effectively, there is a sizeable compliance checklist that you wouldn't need with other mobility methods. For example, you'd have to make sure that you know when the vehicles are due for an **MOT**, and that all employees have up to date licenses, insurance and other essential documents.



## WHAT ARE THE ALTERNATIVES?

**For a majority of businesses, their priority when it comes to business travel is getting their employees from A to B quickly, efficiently and safely. As mentioned, a Grey Fleet can compromise this, so you may need to look into other forms of transport to fulfil your business travel needs.**

There are a number of transport methods you already have at your disposal, such as walking, cycling and even carpooling - however, **it's not always a good idea to solely rely on these methods.** While they may be environmentally-friendly and cost-effective, they're not great for longer business journeys, as employees may not be physically able to use them, and it's not always possible or realistic to reach a destination relying solely on these methods.

Ultimately, **you need to view mobility as a comprehensive solution** and where possible, not rely on just one type of transportation. However, here are some great alternatives to operating a Grey Fleet which can form part of that solution.



# PUBLIC TRANSPORT

**Used frequently by many businesses, public transport is an excellent way to get your employees where they need to be economically and safely. In an increasingly eco-conscious world, public transport is encouraged where possible, but it has a number of added business benefits as well.**

Employees in metro areas are often familiar with using public transport, which means they can navigate themselves fairly easily. Train stations, for example, are typically conveniently located in city centres, which means travelling employees are often less apprehensive about using public transport.

However, public transport does have its downsides. While there may be no traffic, **delays and cancellations on public transport can occur**, and realistically it will only get you so far through your journey - you'll have to complete the last mile, which is where employees will have to walk or use alternative methods to get to their destination after using public transport. This isn't necessarily a huge issue if it isn't a long journey, but it can create challenges that wouldn't occur were employees to drive to their destination.

With this in mind, it may be best to choose to combine public transport with other travel methods, such as the use of a car club for the last part of their journey. With many providers stationing vehicles near mobility hubs, such as [Enterprise Car Club](#), they can provide the perfect solution to the last mile of a traveller's journey.

Ultimately, public transport **shouldn't be relied on in isolation, but seen as part of a whole mobility solution where appropriate and efficient.**



# SHORT-TERM HIRE

**One of the best alternative solutions to operating a Grey Fleet is short-term vehicle hire. By hiring vehicles in the short-term, you have no commitment to a long-term contract, and you can use the vehicles whenever you like alongside more eco-friendly transportation methods as a total mobility solution.**

While short-term hire can be seen as more expensive and a bigger commitment than operating a Grey Fleet, this isn't necessarily the case. Rental vehicles will allow use of more up-to-date, properly cleaned and environmentally-friendly models, all with relevant documentation and the latest safety features, so you can better comply with duty of care for your employees. You'll have complete peace of mind that your employees are adequately covered from a tax and insurance perspective while travelling on business for your company.



**TODAY AND EVERY DAY, WE ARE COMMITTED TO MAINTAINING THE HIGHEST STANDARDS OF CLEANLINESS IN THE INDUSTRY. WE PLEDGE TO GO ABOVE AND BEYOND TO PROTECT THE HEALTH AND SAFETY OF OUR CUSTOMERS.**

When you choose short-term hire as your mobility solution, employees will also have more choice over which vehicle is best for their journey, and you'll be able to change vehicles as and when your business needs change. Not only this, but many car rental companies will offer account management as part of their mobility service, along with pick-up service or delivery and collection, which can help with getting your travellers from A to B quickly and seamlessly.

Ultimately, short-term vehicle hire is a great alternative to your Grey Fleet because neither you nor your employees have to be concerned about compliance, your employees will be able to drive newer and better maintained vehicles, and it can be used alongside other methods of transport, if needed, as a full mobility solution.

For businesses weighing up the benefits of car hire, the positives speak for themselves; at least that's what our client, a UK residential healthcare provider found, having made the switch from privately owned vehicles.

No matter the size of your organisation, flexible hire remains one of the best alternatives to your Grey Fleet, as it enables your business to meet both short and long-term mobility needs, and vehicles can be requested, replaced, or returned as you require.

**“ Smaller organisations don't always realise that there are other options to purchasing vehicles outright when they need mobility... Renting vehicles through an organisation like Enterprise can reduce cost in terms of time and overhead, as well as providing access to expertise and a wider choice of vehicles. ”**





# MOBILITY ON DEMAND

**Mobility on demand refers to the usage of any mode of transport by travellers to make their journeys more efficient or to complete the critical “last mile”; often used to complement a more traditional method of mobility, such as public transport.**

A fairly recent innovation, mobility on demand services are typically **technology-based**, and often operate on a pay-as-you-go basis. This means they can provide the perfect solution for businesses with varying needs, as it is a cost-effective and efficient solution.

Mobility on demand includes the use of scooters and bikes, and offers businesses an eco-friendlier method of transport. Additionally, this can include **car club schemes** where vehicles are available on demand in conveniently located parking bays, highly populated areas, or near train stations. These self-service vehicles allow **24/7 contactless access to a range of vehicles**, helping travellers get to their destination both conveniently and economically. Whether travellers require the use of a vehicle for a few hours or the whole day, they can book via a mobile app – giving them more flexibility.

With **Enterprise Car Club**, business travellers gain on-demand access to road-side or on-site vehicles and maintained on a regular basis. This offering is available alongside our daily rental services, so you have a wide range of flexible options to ensure your employees get where they need to be as efficiently as possible.

Enterprise Car Club co-exists as part of a **mobility ecosystem** where businesses can utilise other methods of greener transport, while replacing expensive company cars and Grey Fleet – leading the way in sustainable travel.

# NEXT STEPS

If you've decided that operating your Grey Fleet is no longer viable and that renting vehicles or using a car club scheme is the best way to meet your business travel needs, you now need to research which mobility provider can offer the best service for your business. To do this, you need to know what to look out for.

Our free eBook, ***The Key Differences Between Mobility Providers*** contains everything you need to know; from pricing and damage handling to customer service - so you can be sure you're getting the best service possible.



Visit our Business Rental Resource Centre to read our free eBook that outlines the The Key Differences Between Mobility Providers

[READ HERE](#)



90+ Countries & Territories



2.1M+ Global Fleet Size



10,000+ Global Branches

## TWO GREAT BRANDS, ONE GLOBAL BUSINESS RENTAL SOLUTION.

For over 60 years, Enterprise and National have led the way in providing business travellers everything they need. Now we offer two great brands that give businesses the service and speed they expect, from a company they've come to know and trust.

National Car Rental has long been favoured by frequent renters at airports for speed and convenience. Enterprise Rent-A-Car is a great option for business travellers who need to rent near their home or office.

With these two brands, we're able to provide a flexible, efficient and comprehensive business rental solution to our customers, available in more than 90 countries across the globe. Additionally, Enterprise Car Club allows members 24/7 access to roadside vehicles by the hour or more. With customisable business plans, Enterprise Car Club can enable your business to decrease travel expenses, increase productivity and meet sustainability goals.

# WE HAVE WHAT YOU NEED. **WHEN YOU NEED IT.**

Learn more about how Enterprise  
and National are finding new  
ways to serve you better.

[GET IN TOUCH](#)

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