

FleetView 22

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Keeping up appearances

Branding and what Telecom's fleet says about its business



Branding doesn't just begin and end with a good logo and catchy strap line, what you do with it is just as important. Branding establishes your identity, and if you get sloppy with that, so will your customers and associates. Not surprisingly, your fleet is integral to your branding success.

Your fleet 'drives' your brand and no business is more aware of just how effectively it does than Telecom.

Rob Paul, sign writer for Telecom Business Hub's nationwide fleet, said "Vehicle branding is one of the most visible types of branding Telecom has. It is sizeable, mobile and a single vehicle can be seen by thousands every day of the week. Multiply that by the size of the fleet and it becomes a hugely powerful branding device."

In other words, every vehicle is an ambassador for Telecom and a reflection

on the business. Rob said, "The Telecom Business Hub fleet says a lot about the business. Smart to look at, extremely mobile, strong, easily identifiable while practical and easy to use. Not unlike Telecom's phones!"

For any business, this means going beyond thinking of your vehicles merely as a billboard, but as a way of pre-selling your product or service while helping to differentiate you from your competitors.

"A lot of effort has gone into ensuring Telecom's look is strong and consistent throughout the country. It is also important to a host of other companies given that we are a mobile nation. There is a stretch on State Highway One, near Spaghetti Junction, Auckland that has an average daily flow of 101,189 vehicles... to be seen it is important to have a fleet that is highly visible with a strong branding presence."

All businesses that are looking for an edge, should look at vinyl wrapping their fleet. According to Rob, "It would be difficult to imagine a better way of branding a fleet... wrapping allows the flexibility of using the entire surface of a vehicle or just a part of it. There are no confines to colour or images... For pure branding, to wrap a fleet of five is not dissimilar to the price of half a page of press advertising. Coupled with this is the fact that vehicle wraps can last for years."

Keeping your fleet and your brand in good health involves good maintenance, "With travel comes knocks and bumps along with wear and tear. Like clothing, if it needs a wash – wash it, if it needs repairing – mend it, if it needs replacing, get a new one." In addition, Rob noted that there was one more advantage to vinyl wrapping, "The protection it provides from the sun, stone chips and other minor bumps. The savings gained, multiplied by a large fleet, is no small sum."

Having a regular replacement cycle for all your vehicles will not only mean your fleet will always look fresh, but by avoiding out-of-warranty repair costs, fuel economy degradation and significantly lower chances of breakdowns, you'll save money.

One other important spin-off is staff pride. If you look after your vehicles, so will they. Improved driver satisfaction translates to safer driving, and with fewer accidents and injuries there's less downtime and absences from work.

With a bit of TLC your fleet can help drive your company's brand further and increase its value, so like Telecom make sure you keep up appearances and let your fleet work its brand magic.



“Road freight operators face continued uncertainty.”

Confusion surrounds ‘simplification’ of RUC

Planned changes to New Zealand’s system of Road User Charges (RUC), announced in July 2010, was supposed to simplify the system and reduce compliance costs for business.

Nine months on, the planned changes are still being debated and confusion surrounds the implementation timetable.

The Road Transport Forum NZ, of which FleetPartners is a member, recently expressed its opposition to RUCs, calling instead for a fuel-based tax system similar to that already in place for motorists.

What’s changing

Under the proposed changes, the Government will move to a fixed kilometre charge based on the maximum operating weight of a vehicle under the VDAM rule. This replaces the existing system whereby

an operator nominated the weight over a particular distance. Importantly, this change removes the need for supplementary licenses on standard weight vehicles.

Implementation timeline

The legislation, which was introduced to Parliament last November, will be scrutinised by a Parliamentary Select Committee early this year, followed by a public submission process. The new system is expected to take effect in early 2012.

RUC system flawed

According to the RTFNZ, the RUC system is inefficient, costing over \$30 million to administer and a further \$30 million in compliance costs (paid by operators).

“In addition it is widely believed there is over \$60 million of leakage through evasion,” the RTFNZ said in a recent statement.

When announcing the review of RUCs, Transport Minister Steven Joyce said the changes were designed to reduce compliance costs for transport operators and in turn reduce transport costs across the economy.

On this point, at least, the RTFNZ members agree

“Notwithstanding our overall opposition to the RUC taxation scheme, we do support the Government’s initiative to drive out some of the deadweight costs and inefficiencies by simplifying the RUC system. This will mean that a higher proportion of the revenue gathered will be available for new roading and maintenance programmes,” the RTFNZ said.

The RUC review, however, is complicated by the ongoing review of the Cost Allocation Model (CAM) by the Ministry of Transport. Clearly the CAM review will need to be finalised prior to determining the weight bands and charges under the simplified RUC.

In the interim, road freight operators face continued uncertainty.

ROAD USER CHARGES – A QUICK GUIDE

Who pays

- All diesel powered vehicles and other vehicles powered by a fuel not taxed at source, regardless of weight.
- All vehicles over 3.5 tonnes (manufacturer’s gross laden weight)

Who’s exempt

- Light electric vehicles
- Any motor vehicle whose power is wholly or partly derived from an external source of electricity and whose gross laden weight is 3.5 tonnes or less

Where does the money go?

- Revenue from RUCs goes into the National Land Transport Fund
- The cost of using New Zealand’s roads is recovered from road users via levies in the price of some fuels or through road user charges (RUC)

More information

- www.rtfnz.co.nz
- www.nzta.govt.nz

From the Managing Director

Dennis Kelly



A special Christchurch Earthquake Update from FleetPartners' Managing Director Dennis Kelly



Liquefaction affects local area and FleetPartners rear carpark

Kiwi spirit unites businesses in wake of Christchurch earthquake

Amid the devastation and despair of February's Christchurch Earthquake a spirit of community and co-operation has emerged that will come to define New Zealanders' response to what is being referred to as our worst-ever natural disaster.

Like many New Zealand businesses, FleetPartners was directly affected by the magnitude 6.3 quake. The Christchurch office in St Asaph Street was in one of the worst affected areas. Thankfully all of our FleetPartners and Auto Select staff were physically unhurt, although many have suffered damage to their homes.

Following the quake, communication was cut off and confusion reigned. Our immediate response was to contact all our staff and check that they and their families were OK. The sheer scale of the human tragedy, however, hung over everything and everyone.

Within hours offers of support began flowing in. Family, friends and colleagues flooded the lines with offers of food, clothing, money and other donations.

Equally heartening were the kind and generous offers from our customers, other businesses and even competitors. In true Kiwi spirit, nothing could stand in the way of the relief effort.

Our focus has been on our staff and our customers. Amazingly, whilst staff were

offered the chance to relocate to another FleetPartners office, all chose to remain in their community, supporting their friends and neighbours in the recovery.

When the news of our damaged premises spread, offers of temporary relocations flooded in. Within just 2 days of the earthquake, the FleetPartners Christchurch office was back up and running from offices generously supplied by Turners Car Auctions. Thanks also to Mainfreight Transport and The Porter Group for their kind offers of temporary offices.

FleetPartners staff around the country also offered their Christchurch colleagues the use of holiday homes and other accommodation.

Support from our customers has been overwhelming. When The Porter Group heard via FleetPartners that a major aged care company couldn't get diesel fuel to move patients out of the earthquake zone, it organised access to its refueling facilities at the Airport.

Because so many vehicles were caught in the earthquake itself or locked in the cordoned area, demand for replacement

vehicles was overwhelming. Within a day of the event, we were able to supply our customers with 40 replacement vehicles, thanks in large part to our rental partners Thrifty and Europcar.

Another customer, Scarlett Hydraulics, telephoned to see how they could help, offering to deliver fresh food, fuel, gas bottles, water and anything else required by the people of Christchurch.

We are also proud of the efforts of our team – on the ground in Christchurch and around the country. Just last week our Auckland office held a cupcake stall – decorated in the red and black Canterbury colours – to raise money for earthquake victims. The company will match money raised by staff dollar for dollar.

Since the earthquake we are endeavouring to meet with every customer affected to discuss their needs, including payment relief, replacement vehicles and other forms of assistance.

Over the coming months – and even years – we will continue to support our staff, customers and friends as the people of Christchurch rebuild their city and their lives.

FleetPartners are pleased to report that our Christchurch office has now been given the all-clear by engineers. Our team will be returning to our St Asaph Street address from 16 March 2011. Telephone (03) 377 1333 or Toll Free on 0800 372 632.

Challenges for fleets in NZ's ETS

This summary of a recent article by Russell McVeagh brings us up to date with the Government's 2011 Review of the New Zealand Emissions Trading Scheme (NZETS).

Established by the Climate Change Response (Emissions Trading) Amendment Act 2008, the NZETS requires certain industries or "participants" to account for their (greenhouse gas) emissions by purchasing and surrendering emission units (carbon credits).

Units can be purchased from the Government or other participants who have "earned" units (e.g. foresters who plant trees). Certain industries will be allocated free units, and additional industries brought into the scheme in the future.

The 2008 Review of the NZETS and climate change policy led to the Government amending the NZETS.

Among key changes was the introduction of a 'transition period' running from 1 July 2010 until 31 December 2012 comprising a fixed price option of \$25 per unit, halved surrender obligations for participants and altered entry dates for some industry sectors.

Purpose of the 2011 review

The Climate Change Response Act 2002 requires a review of the NZETS before the end of 2011.

The terms of reference are narrower than the 2008 Review and focuses on three key issues:

- Implications for the design of the NZETS arising from possible post-2012 international frameworks
- Whether the NZETS should continue to impose full surrender obligations on participants after 2012 (post transition period) and what conditions should be met before introducing further sectors
- The merits of including synthetic greenhouse gases (SF6, HFCs and PFCs) given alternative approaches to reducing these emissions.

Considerations

Listed for particular focus are: short term costs, competition and competitiveness impacts, transaction and administrative

costs, long-term economic effects, environmental integrity, New Zealand's trading partners, and equity between different sectors and groups.

The review panel

The agriculture and forestry sectors appear well represented, but sectors such as energy, liquid fossil fuel and industrial seem less represented and may wish to follow the process and progress of the Review closely.

Timing

The panel will begin work in February 2011 with a final report by 30 June 2011.

There will be an opportunity to provide submissions, but details have yet to be announced.

Russell McVeagh has New Zealand's longest established and most experienced environmental and resource management practice.

MEMBERS OF THE 2011 NZETS REVIEW PANEL

- **Chair David Caygill, former finance minister, trade and industry minister and Chair of the Electricity Commission**
- **Julia Hoare, chartered accountant**
- **Chris Insley, company director with specialist knowledge of forestry and Maori and Treaty of Waitangi issues**
- **Tom Lambie, dairy farmer and former President of Federated Farmers, currently chancellor of Lincoln University**
- **David Russell, former chief executive Consumers Institute**
- **Geoff Thompson, lawyer and consultant at Duncan Cotterill**
- **Dr John Wood, pro-chancellor University of Canterbury, former New Zealand Ambassador, and small scale sheep and beef farmer**



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FACE2FACE

The best thing about FleetPartners New Zealand is...

they are market leaders in leasing and have a team of extremely well trained and friendly staff to work with.

When I was a child I wanted to...

enjoy every moment because growing up meant more responsibility and bills to pay.

When I'm not at work, I'm...

with the family at swimming, soccer or the park.

It's not fashionable but I love...

bananas, because they're yellow.

If I were a car I'd be...

a Chevy and yellow in colour like Bumblebee in Transformers.

I wish I had never...

bungy jumped because I'm terrified of heights.

If you were to look in my music collection I wouldn't want you to find...

George Michael. Enough said really!

My favourite motoring gadget is...

cruise control. It makes driving a breeze on the long road and you have more comfort with less hassle.

My ideal weekend is...

with the family or fishing. It's time out to get my mind off work.



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