

# EFFECTIVE, MODERN AND PRACTICAL GREEN FLEET MANAGEMENT

**EBOOK**

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# INTRODUCTION

There are plenty of reasons why operations and fleet directors may want to take a greener approach to the vehicles they manage. From corporate sustainability policies to shareholder and consumer pressure, the modern economy is full of factors that motivate organizations to focus on the environmental impact of their company vehicles.

Making the most effective changes means understanding the underlying factors of fleet management that affect the environmental impact of a group of vehicles, as well as best practices for enacting practical changes. With this kind of knowledge in hand, it's far easier to make informed choices and help your fleet operations meet a greener, more environmentally responsible standard.



# THE ENVIRONMENTAL FACTORS DRIVING GREEN FLEET MANAGEMENT

From a macro perspective, the impact of light- to heavy-duty vehicles on the environment is clear. In the U.S., the transportation sector accounts for 27 percent of total greenhouse gas emissions, or 1.89 billion tons of greenhouse gases, on a yearly basis. Automobiles by themselves contribute the lion's share of those gases in the transportation category, about 1.6 billion tons in all. There's plenty of room for improvement in terms of limiting emissions and making fleets more environmentally friendly, both in the auto industry and for individual companies that manage substantial numbers of vehicles.

Making changes to company fleets is an effective, environmentally friendly option totally within an organization's control. These improvements lead to a wide variety of benefits, including, but not limited, to reduced environmental impact.



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# WHY A GREEN FLEET MAKES GOOD BUSINESS SENSE

Although benefits like cutting down on greenhouse gas emissions are often the direct motivation behind a decision to make a fleet greener, there are plenty of other advantages to be had when a successful program is put in place.

Reducing waste through more fuel-efficient vehicles and improved maintenance, for example, leads to reduced costs. In some cases, waste can even be turned into useful products, like re-refined motor oil. Cost savings also come in the form of a higher degree of compliance, mitigating the possibility of regulatory fines and other potentially harmful actions. Those savings can then be put toward a variety of business objectives that increase competitiveness and make it easier to make future environmentally friendly decisions.

Additionally, the green halo provided by environmentally friendly fleet management can also make it easier to retain staff and customers who are committed to environmental responsibility, as well as attract new ones.



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# EFFECTIVE, MANAGEABLE AND PRODUCTIVE CHANGES FOR YOUR FLEET

There are plenty of different tactics to consider as you move your fleet toward greener operations. Although every company is different, some practices can be broadly adopted across the vast majority of fleets to cut waste and emissions that negatively impact the environment.

Consider:

- ▶ Using cleaners with fewer or no volatile organic compounds as a substitute for solvent-based products.
- ▶ Installing onsite chemical recyclers wherever possible.
- ▶ Recycling a variety of materials, substances and fluids commonly used by fleets, from absorbents and tires to oil, transmission fluid and lubricants.
- ▶ Purchasing and using recycled lubricant, motor oil and antifreeze.



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# VIEWING FLEET MANAGEMENT AS AN ECOSYSTEM

One of the most effective methods for reducing waste and emissions comes from a proactive approach to preventative maintenance. Keeping vehicles in the best condition possible improves engine efficiency, which cuts down on both emissions and the costs of fuel, as well as more involved repairs to damaged parts.

Of course, to make preventative maintenance as effective as possible in terms of environmental responsibility, maintenance garages need to be as green as possible. That means incorporating the changes previously detailed to ensure materials used are themselves as environmentally friendly as possible. Applying this solution to each and every maintenance garage

extends environmentally focused benefits further and applies the fleet-management-as-an-ecosystem principle across the entirety of your company's operations. The context of an ecosystem is also important for considering another useful tool: closed-loop solutions.



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# THE POWER OF CLOSED-LOOP SOLUTIONS FOR GREEN FLEETS

Fleets today can implement efficient and powerful closed-loop solutions that result in reduced waste and a high-quality product making its way back into your vehicles. A closed-loop solution simply means a waste product from your fleet, like used motor oil, is recycled, reprocessed into a raw material of a product that you purchase instead of being sent to a disposal facility.

Using re-refined motor oil means reducing greenhouse gas emissions significantly, as refining used oil leads to 85 percent less waste generation than using the same process on crude oil. Formulators are developing performance motor oil for heavy-duty and passenger vehicles that exceeds PI, SAE, ILSAC and OEM specifications. Meeting or exceeding the requirements of major compound blenders, this re-refined oil is used by major organizations like the U.S. military, and states with large fleets

like California, Illinois, Massachusetts and New York. Businesses can put a high-quality and vital product into their vehicles and substantially reduce emissions at the same time. Quest helped one of the largest commercial fleets operating across the U.S. implement this exact solution, saving them millions of dollars in the process.



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There are many potential ways your fleet can use closed-loop solutions to make operations greener and improve overall management. While re-refining motor oil is a possibility for every fleet, it's far from the only strategy to consider.



Quest recently guided a national retailer with extensive fleet operations and a substantial need to resurface its store parking lots through a tire recycling and reuse process. That closed-loop solution turned a waste product - used tires - into a valuable material for repairing and resurfacing those parking lots. The results were a more resilient resurfacing material that reduced costs while also making effective beneficial reuse of the millions of tires generated by the retailer each year. This approach also improves drainage on those lots, providing a benefit to the local ecosystem, and complies with LEED SS Credit 6.1, 6.2 and LEED MR Credit 4.1.

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# A PARTNER THAT MAKES GREEN FLEET MANAGEMENT POSSIBLE

No matter the size of your fleet nor where you are on your journey to zero waste, you need the right partner to help you manage initiatives, track progress and create the best possible results. Quest is ready to offer your fleet our valuable expertise in this field, from developing effective, customized plans for greener operations to connecting you with proven local service providers that we regularly audit and monitor.

We also provide 24/7/365 access to your dedicated account management team and customized online reporting to ensure full visibility into goals, progress and much more. Our extensive relationships with local service providers across all 50 states, Canada and Puerto Rico make sure your fleet can establish greener, more efficient operations wherever your organization operates.



To take the next step in creating a comprehensive approach to an environmentally friendly fleet, get in touch with Quest: [Solutions@questrmg.com](mailto:Solutions@questrmg.com) or 877.321.1811



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