



HOW TO INCREASE THE ROI OF YOUR CLIENT

As you may already have noticed, Squarell is proving an advanced CANbus solution. This CANbus solution is providing your company and your client's company, a lot of performance information on the truck and driver.

Luckely for us we see now that more and more Transportation companies are looking for CANbus information. The Transportation business is very competitive. Pricing must be sharp and services must be at a high level to keep their clients and gain new business.

Some facts

Investment (price) 1 truck	:	€ 85.000,-
Maintenance costs	:	€ 4.000,/5.000,- a year/ € 0.04ct/km
Tyres	:	€ 0.025 ct/km
Expense on Tyres	:	€ 2.500,-/3.000,- a year
Expense on braking shoes :		€ 1.000,- change every 120.000km
Insurance	:	€ 3.500,- a year
Maintenance cycle	:	120.000km or every year
Technical Lifecycle	:	1.6 mln. Kilometers
Economical Lifecycle	:	6 to 8 years
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To stay a strong player in the market, they have to act as sharp and efficient as possible. Cost reduction is a necessity to stay competitive. The second costs after employees in a transportation company are fuel costs (about 25% - 35%). So it is important to lower the fuel consumption in any way and cut in the maintenance costs.

The most vary factor in fuelconsumption besides load, route and traffic, is the truck driver. By monitoring his driving style and giving feedback on a monthly/quaterly base he will improve his drive-style and reduce fuelconsumption from and maintenace costs.

What do we have to monitor to improve his/her drivestyle?

- Harsh Braking
- Duration of braking
- Cruisecontrol usage
- Idling
- Acceleration/Deceleration
- Etc.

Anticipated driving saves a lot:

- Harsh braking will wear the braking shoes
- Harsh braking will need full gas to get on speed again
- To long braking will wear the braking shoes

Using the cruisecontrol will give a steady speed; a foot on the accelerator pedal is never constant, the more steady the speed the lower the fuel consumption.

Idling to keep the cabin warm or without a special reason is a waste on fuel.

Using too much power in accelerating causes too much fuel consumption, pulling up easy and decelerate easy is more economic. Look at your own drivingstyle in your car, it's the same.

By improving on one or several of these habits a Transport company can save at least 5% on Fuel Consumption. Sometimes savings upto 16% are presented by on Drivestyle Reports.

CALCULATION

An average Truck will drive aprox. 150.000 km/year.

Average fuel consumption; 1 liter at 3 kilometers.

So, one year consumption is 50.000 liters of Diesel.

Diesel price per liter is: aprox. € 1.00/liter = € 50.000,- per truck a year.

Saving 5% is € 2.500,- per truck per year. Every year.

50 trucks = € 125.000,- !

Amazing!

The return on investment is achieved within a few months. And.... It is a one-off investment.

That is why Driver and Truck Performance information is so important.

START TO SAVE ON FUEL AND MAINTENANCE COSTS NOW!