

Sustainable transportation for greener fleets

By Gil Sheratzky

Climate change, global warming, greenhouse gas emissions – are all terms that the world has become all too familiar with in recent times. Greta Thunberg, a young Swedish environmental activist who has become a leading voice in the fight to protect the environment has contributed to the world’s awareness of the upcoming global warming disaster and has challenged world leaders to address this pressing issue. It is therefore not surprising that the concern about the potentially disastrous effect climate change will have on human health and the environment, brought all the world’s leaders together to discuss the advancement of national and global initiatives for protecting our globe at the United Nations Climate Change Conference (COP26) that was held in Glasgow, Scotland in October 2021. In the US, President Biden has set a goal of bringing the nation’s emissions down to net zero by 2050.¹

The world is starting to take action

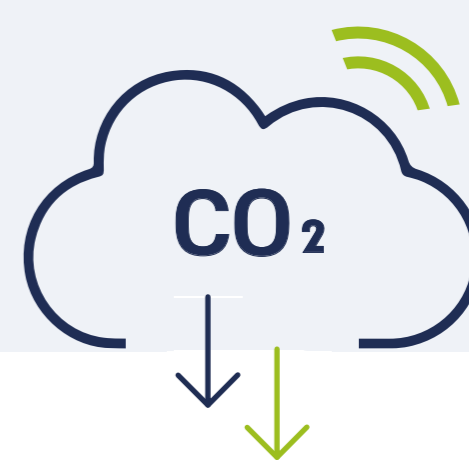
Governments, private corporations and individuals around the world are looking at ways to transition to a more sustainable lifestyle. Wind and solar power are slowly replacing electric power as renewable sources of energy, recycling is becoming a way of life for many around the globe, water conservation is achieved by reducing water use for landscaping and the increasing adoption of low-flow faucets and water efficient toilets. These and many others are initiatives that are supported by governments and local authorities.



The transportation sector takes on the challenge

In the transportation sector, serious efforts are being made to promote the transition to sustainable transportation. Many local governments are redesigning streets and building more pedestrian and bicycle-friendly public spaces. In the private/business sectors, the transition to sustainable transport is manifested in several notable ways:

- **Electric vehicles instead of gasoline operated vehicles**
Electric vehicles reduce greenhouse gas emissions; and thus, electric vehicle adoption is growing and it is expected that there will be 115 million electric vehicles globally by 2030, up from approximately 8.5 million units in 2020.²
- **Adoption of micro mobility vehicles**
Technically, micro mobility vehicles are defined by weight (<500 kg), passenger capacity, and maximum speed (<15 miles/h), but the term “micro mobility” usually refers to human-powered or electric scooters, bikes, e-bikes, and mopeds used for on-demand personal transportation. As they provide a quick way to get around, especially in congested city centers, micro mobility vehicles are gaining popularity as a means of transportation. In fact, the global shared motor scooter fleet increased greatly between 2018 and 2020 to some 95,000 units by the end of June 2020.³ In addition, relatively low costs and an ability to get around quickly in congested traffic make micro mobility vehicles a perfect choice for “last mile” deliveries.
- **Reducing gas emissions from vehicles powered by gas**
The vast majority of vehicles on the road are powered by gas, and these are expected to be around for a while as besides the fact that gas-powered vehicles that are manufactured today are built to last longer, electric vehicles currently cost more up front. Due to these and other reasons, the majority of fleet vehicles are still gas or diesel powered. Most car manufacturers have reduced CO2 emissions and have improved fuel economy in recent years, which is admirable. There are several additional strategies available to fleet managers that can help them reduce gas emissions, these include:
 - **Incorporating vehicles that are more fuel-efficient into the fleet**
It’s simple – less gasoline consumption equals less gas emissions. And it helps reduce costs along the way, as any fleet manager would be happy to do.
 - **Maintaining vehicles on time**
Timely maintenance ensures better and more efficient gas consumption and reduced gas emissions.
 - **Safer driving by fleet**
Safer drivers speed up less, and consume less gas.
 - **Monitoring fuel usage**
To avoid unnecessary fuel consumption.



Ituran promotes sustainability by supporting green fleets

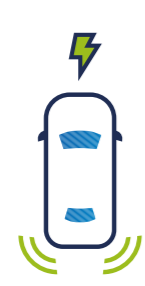
As a longtime global provider of advanced fleet management systems, Ituran values sustainability and provides a set of fleet management tools for all types of vehicles that can help fleet managers maintain a greener fleet:

Fuel operated vehicles - a major part of any fleet

- **Fuel management and monitoring**
Ituran’s fuel management and monitoring platform collects vehicle fuel information and provides fleet managers with a full picture of fuel consumption in the entire fleet. This helps fleet managers plan assignments more efficiently and effectively and reduce fuel usage – protecting the environment and reducing fuel.
- **Replacing gas guzzlers with fuel-efficient vehicles**
Ituran’s fuel management and monitoring platform monitors fuel usage, which can help fleet managers detect gas guzzling vehicles in order to replace them with fuel-efficient vehicles that emit less CO2.
- **Driving monitoring & safety**
Ituran’s Safety solution promotes safe driving practices by detecting potentially dangerous driving performance maneuvers including: careless driving, lane-changing and hard-breaking, logging them for future analysis and sending alerts to the driver, fleet manager or any other stakeholder in the company. Aggressive driver behavior with excessive speeding and breaking consumes more fuel. So besides protecting the drivers’ safety, the system ensures safer driving – leading to more efficient fuel usage.
- **Vehicle health and maintenance**
Besides extending vehicle life, proper car maintenance can impact the vehicle’s fuel efficiency. Ituran’s maintenance management solution helps you service your fleet vehicles on time by providing a comprehensive view of all fleet vehicles’ health and service schedules and notifications when it is time to service each vehicle, helping ensure that all fleet vehicles are maintained on schedule.
- **Reduced idle engine times**
Idle vehicles waste fuel unnecessarily and pollute the environment. Ituran’s vehicle health solution monitors all vehicle fleets and is able to provide alerts when vehicles are idling with the engine running, so prolonged idling times can be avoided.
- **National Green Driving initiatives**
Ituran endorses and participates in national programs to promote greener driving by installing monitoring devices in vehicles of participants who receive benefits in return for driving in less congested hours. As a result, less fuel is used and the environment is better protected.



Electric vehicles – supporting management of greener EVs



Electric vehicle tracking

Ituran’s EV Tracking solution helps drivers/fleet managers utilize their electric vehicles more efficiently by accessing critical EV and location data, helping them make informed decisions on planned trips. The solution integrates with connected car systems and allows for wireless data updates, helping streamline maintenance, efficient planning and scheduling of troops and delivering critical manufacturer updates, in addition to critical battery data.



Trip planning & scheduling

Ituran’s EV Tracking solution helps fleet managers schedule tasks effectively by providing business critical, battery status and location data.



Maximize battery use

Ituran’s EV Tracking solution maximizes battery use by providing alerts when the vehicle is running low on battery, sending notifications when battery is low, and providing data on battery charge status and on remaining time/distance before the next charge.



Tracking for micro mobility fleets

Suitable for any type of electric micro-mobility fleet, Ituran’s Tick Track solution enables access to the real-time location of vehicles and provides electric micro-mobility fleet owners with a combination of safety and fleet management tools. Thus, it allows for efficient planning, leading to a significant reduction of operational costs.



So, whether your fleet runs solely on fuel or you are beginning to integrate electric vehicles, Ituran provides an array of tools that can help you protect the environment and reduce gas emissions.

Contact us to find out how we can help you make the world greener.

¹ <https://www.nytimes.com/interactive/2021/03/10/climate/electric-vehicle-fleet-turnover.html>

² <https://www.statista.com/statistics/970958/worldwide-number-of-electric-vehicles/>

³ <https://www.statista.com/statistics/1181653/shared-motor-scooter-fleet-size/>

About the author

Gil Sheratzky – Head of international activity and Chief Business Development Officer at Ituran. Member of the company’s board of directors.

For more information on Ituran’s Fleet management telematics →