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Addison Lee fleet management turbocharged by RAC Telematics

Addison Lee is among the first fleets in the UK to benefit from the latest RAC Telematics software upgrade, ensuring the business class car service has a complete picture of vehicle movements and driver behaviour, as well identifying fuel cost savings.

Addison Lee, which runs a fleet of some 4,800 vehicles – after BT this is the largest privately owned fleet in the United Kingdom – has transformed its fleet management thanks to the most advanced technology on the market inside each unit, which now includes a crash detection rate accuracy of 92%.

The RAC Telematics units, currently in about 2,000 Addison Lee vehicles in London, provide a constant stream of data about how vehicles are being driven, their location, speed and idling time.

The 92% crash detection rate is crucial in the event of an accident at slow speed as it can determine whether the collision was with another vehicle, or simply hitting a kerb or taking a speed bump too quickly.

RAC Telematics MD Nick Walker explains: “The Transport Research Laboratory (TRL) has tested our system and came back with the figure of 92% accuracy in terms of crash detection, which is far above and beyond the industry average of about 70%.

“This is vital for fleet managers as combined with the First Notification of Loss (FNOL) reporting, they know exactly what has happened to their vehicles, where and when.

“In other systems there are a lot of false positive readings, which renders them useless because you don’t know what to trust, but the RAC Telematics unit is now so accurate that you can trust what it’s telling you.

“There are many other benefits as a result of fitting RAC Telematics, such as a reduction in wear and tear, speeding and accident levels are reduced, and there are significant savings

on fuel because of the more efficient driving behaviour.”

Rob Daniels, Head of Fleet at Addison Lee said: “For us it’s absolutely critical to know as much as possible about vehicles and how they are being driven. We have been working with RAC Business for almost two years now and the data which we have obtained has been absolutely invaluable, particularly in obtaining insights into driver behaviour.

“Today, larger private hire fleets are increasingly relying on business insights obtained using big data techniques. We can import RAC telematics data into our data warehouse which enables us to look in both granular detail at individual vehicles as well as identifying larger trends across the fleet as a whole. Rich insights such as identifying which drivers accelerate quickly or brake hard enable us to modify behaviour and deliver fuel cost savings to our

drivers.

“Our passengers demand the highest quality service and that includes smooth driving. RAC Telematics data helps us to ensure that our drivers are driving safely as well as identifying the rare occasions when our vehicles are involved in an accident.”

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About RAC Business Services

RAC is one of the UK's most progressive motoring organisations, providing services for both private and business motorists.

RAC Patrols repair vehicles on average within 31 minutes at the roadside and carry more than 500 parts and tools, so we're always well-equipped and ready to fix wherever possible

RAC Business offers a comprehensive range of services and products for UK businesses of all sizes and currently has around 24,000 corporate and SME customers.

Products available include: fleet breakdown coverage, telematics, fuel cards, accident management, inspections, training, commercial and fleet insurance, fleet management (Business Club) and risk management services.

RAC also provides client-branded outsourced services and call centre support for customers of leading car manufacturers, insurance, fleet providers and logistics companies, as well as truck breakdown, truck warranty and insurance for vehicles from 3.5t to 44t.

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