



STEVEN ZWINKELS, DIRECTOR

“FleetBoard has been the single most important factor behind our success in raising our fleet average from 8.5 mpg to 10.3 mpg”

Chichester-based chilled distribution specialist NV Transport is part of a family-run business that also includes sister company Madestein UK, one of the country’s most innovative growers of salad crops and herbs. As Director Steven Zwinkels explains, Mercedes-Benz FleetBoard plays a key role in the smooth, efficient operation of the operator’s fleet.



How long have you been using FleetBoard?

Our first experience of FleetBoard telematics came with the purchase of eight new Actros in 2014. We trialled the system for three months, then rolled it out to the rest of the fleet, including other makes of vehicle. Our main focus has always been on the individual driver and vehicle performance data that FleetBoard provides. Drivers were fully briefed and involved in the process of implementation. As a result they embraced the technology from the outset, and it has since helped to foster an ethos of professional pride.

“The technology... has helped to foster an ethos of professional pride”



How do you apply the FleetBoard data, and what effect has this had on your business?

We use FleetBoard’s driving style evaluations to motivate and incentivise employees – if the vehicle is being driven correctly then increased fuel-efficiency will automatically follow. Drivers are paid bonuses for achieving the scores required for local work and longer assignments, and most collect these each week. But if any fail to do so our driver-trainer provides targeted instruction to address shortcomings in style highlighted by the reports.

Other factors have also played a part but I have no doubt that the application of FleetBoard’s driving style analysis has been the single most important factor behind our success in raising our fleet average from 8.5 mpg at the beginning of 2014, to 10.3 mpg by July 2016. Given that our trucks typically each cover 185,000 km per year, the savings in diesel costs are obvious.

“The FleetBoard Cockpit interface is user-friendly, simple and intuitive”

How do you find the day-to-day task of working with FleetBoard?

The FleetBoard Cockpit interface is user-friendly, simple and intuitive; you certainly don’t need to be ‘techy’, or to have the resources of an IT department behind you, in order to navigate your way around it. FleetBoard’s support is very good too – any questions have invariably been answered swiftly and efficiently.”