



Energy and economy

Transforming the fleet for Red Bull UK



Organisation	Sector	Number of vehicles	Vehicle type
Red Bull	Energy drink market leader	179 rising to 234	Cars, vans and specially converted promotional vehicles.

The challenge – to support Red Bull’s low carbon drive.

Red Bull is a brand that believes in maximising energy, not wasting it, so its determination to reduce its carbon footprint is absolute. In the UK, Red Bull is working with the Energy Saving Trust to transform its vehicle fleet. The work began in 2012 and already emissions are down 10 per cent while fleet costs have reduced dramatically. Better yet, Red Bull UK’s carbon-busting initiatives are being adopted as best practice across its global operation.

Recommendations and results

Energy Saving Trust’s initial fleet review in 2012 made three primary recommendations:

1. Introduce fuel cards for company cars and third party mileage monitoring.

Results: Red Bull is determined to reduce mileage and encourage fuel efficiency but, without a firm handle on the numbers, it was hard to make progress. Within six months of introducing fuel cards and a mileage monitoring system, business mileage dropped 12 per cent and continues to fall. “Because we can now monitor miles, we can take action to reduce them,” says David Oliver, Red Bull UK’s Procurement Manager. “We’re actively promoting

alternatives to getting into the car; we’ve installed technology to encourage conferencing, and home working and made it easier to book rail tickets for unavoidable travel.”

Cost has reduced too. “By reimbursing people for fuel they buy, we’ve cut the cost of every mile by 15 per cent, and with accurate records, we can reclaim VAT, bringing a further £3,500 to the business every month.”

2. Replace Red Bull’s ‘Wings’ petrol-driven fleet with low carbon alternatives.

Results: Red Bull uses a fleet of 38 converted minis, refitted to resemble its drinks can, to trial and sample Red Bull products across the UK. To date, nine have been replaced with diesel minis that emit 43 per cent less carbon. Their improved miles-per-gallon performance is saving the business around £6,000 a year. Vehicles are on order to replace the entire fleet over the next two years, increasing the cost savings to over £25,000.

In 2012 a new sales team joined Red Bull with a fleet of over 50 carbon-heavy vehicles. All have been replaced with low carbon alternatives, reducing emissions by 29 per cent, and driving fuel costs down by £28,000 per annum. “Great news for the business,” says David. “Plus employees get a 16 mile per gallon advantage on their private driving and a 29 per cent decrease in their ‘benefit in kind’ tax.”

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3. Profile drivers to manage fuel consumption.

Results: Red Bull has introduced telematics to its 'business only' fleet to understand exactly how, where and when vehicles are driven.

"We've reorganised routes, provided driving training for our people, and introduced a reward scheme to recognise safe and efficient drivers," says David. Average scores have improved by 11 per cent since the scheme was introduced.

Next steps

With the Energy Saving Trust's support, Red Bull is now looking at the potential of electric vehicles and will introduce electric and hybrid options to its company car list for the first time in 2014 as well as evaluating the possibility of establishing a pool of electric cars. "The journey towards minimum emissions never ends," concludes David.

Results summary

- Overall reduction of 10 per cent in carbon emissions
- Fuel cards and third party mileage monitoring has reduced company car mileage by 12 per cent and the cost of every mile by 15 per cent
- High performance diesel vehicles in its promotional vehicle fleet have reduced carbon by 43 per cent and saved Red Bull £6,000 a year
- Driver profiling and training has seen Red Bull's fuel efficient and safe driving performance increase 11 per cent

"Energy Saving Trust has provided unflagging support and rigorously impartial advice at every step of our fleet transformation. They've helped us prove that, by greening the fleet, we can contribute to Red Bull's low carbon commitment and get valuable cost savings too. Everything they've helped us do passes my 'three benefit test' – good for the business, good for the environment and good for our drivers out on the road."

David Oliver, Procurement Manager, Red Bull UK

Find out how the Energy Saving Trust can help you reduce emissions and save money. Visit our website www.energysavingtrust.org.uk/Organisations/Transport

or contact transportadvice@est.org.uk