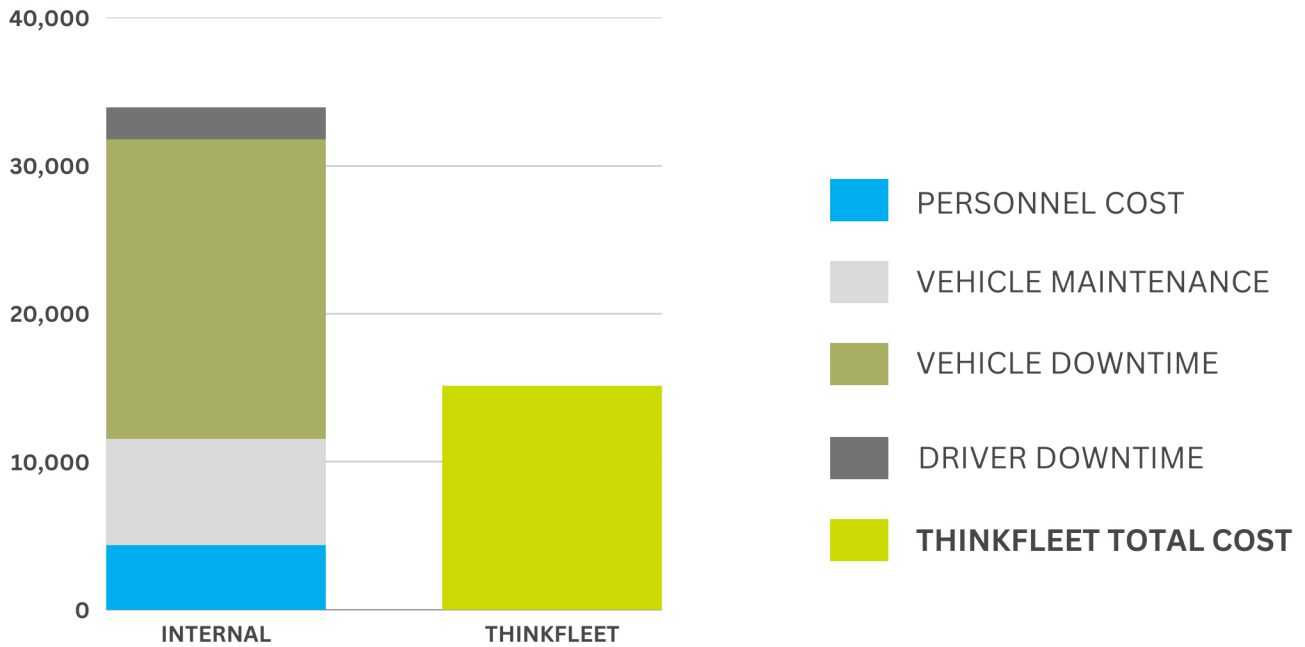


FLEET MANAGEMENT TOTAL COST OF OWNERSHIP FOR OUR BUSINESS

COST COMPARISON CHART

MANAGING FLEET INTERNALLY VS. WORKING WITH THINKFLEET



FLEET OPERATIONAL COSTS

■ PERSONNEL COST

THIS VALUE IS CALCULATED BY TAKING THE COST IN TIME IT TAKES YOUR STAFF TO MONITOR EACH VEHICLE USING TELEMATICS, SCHEDULING OIL CHANGES, DROPPING THE VEHICLES OFF, AND PICKING THEM UP. THIS IS CALCULATED USING THE HARD COSTS OF THE TIME IT TAKES TO MONITOR EACH VEHICLE, SCHEDULE THE MAINTENANCE AND ARRANGE FOR THE WORK TO BE DONE.

EQUATION: \$20/HR X TIME TASK TAKES X NUMBER OF VEHICLES

EXAMPLE

\$20 X 0.5 HOURS X 60

FLEET MANAGEMENT

TOTAL COST OF OWNERSHIP FOR YOUR BUSINESS

VEHICLE MAINTENANCE

THIS IS THE TOTAL COST OF OIL CHANGES AND OIL FILTER REPLACEMENTS FOR A YEAR. THIS EXAMPLE IS BASED ON OUR TYPICAL CLIENT UNDER THE MANAGED FLEET SERVICES. THEY HAVE 15 VEHICLES IN TOTAL AND 10 ARE FORD TRANSITS AND 5 ARE FORD F-150'S, THEY ARE VARYING YEARS BETWEEN 2019 AND 2021. SCHEDULED VEHICLE DOWNTIME ASSUMES THE STANDARD ANNUAL SERVICE INTERVALS FOR YOUR FLEET VEHICLES (IE. 3X/YR FOR GAS). OIL & FILTER CHANGE IS ESTIMATED AT \$178/PER AND AN AVERAGE 2 PER VEHICLE A YEAR

EQUATION: (NUMBER OF VEHICLES X \$178) X 3

OPPORTUNITY COST

VEHICLE DOWNTIME

DRIVER DOWNTIME

WHEN ACCOUNTING FOR THE TOTAL COST OF OWNERSHIP, IT'S IMPORTANT TO LOOK AT THE OPPORTUNITY COST ASSOCIATED WITH THE WAY YOU MANAGE YOUR FLEET. TASKS THAT YOUR STAFF WOULD NORMALLY COMPLETE, LIKE DROPPING AND PICKING UP A VEHICLE FOR SERVICE AND WAITING FOR THE SERVICE TO BE COMPLETED, ARE ALL COSTS TO YOUR BUSINESS, THIS IS CONSIDERED DOWNTIME, OTHERWISE KNOWN AS THE TIME YOU AREN'T ABLE TO EARN REVENUE.

ONBOARDING THINKFLEET ELIMINATES THIS DOWNTIME COST TO YOUR BUSINESS. WE ARE ABLE TO SERVICE VEHICLES ON-SITE, AND ENSURE YOUR STAFF IS NOT WAITING FOR SERVICE.

WE CALCULATED THIS USING THE FOLLOWING EQUATION

SCHEDULED VEHICLE DOWNTIME

\$100 X 5 HOURS X 60

UNANTICIPATED VEHICLE DRIVER DOWNTIME

\$40 X 8 HOURS X 10