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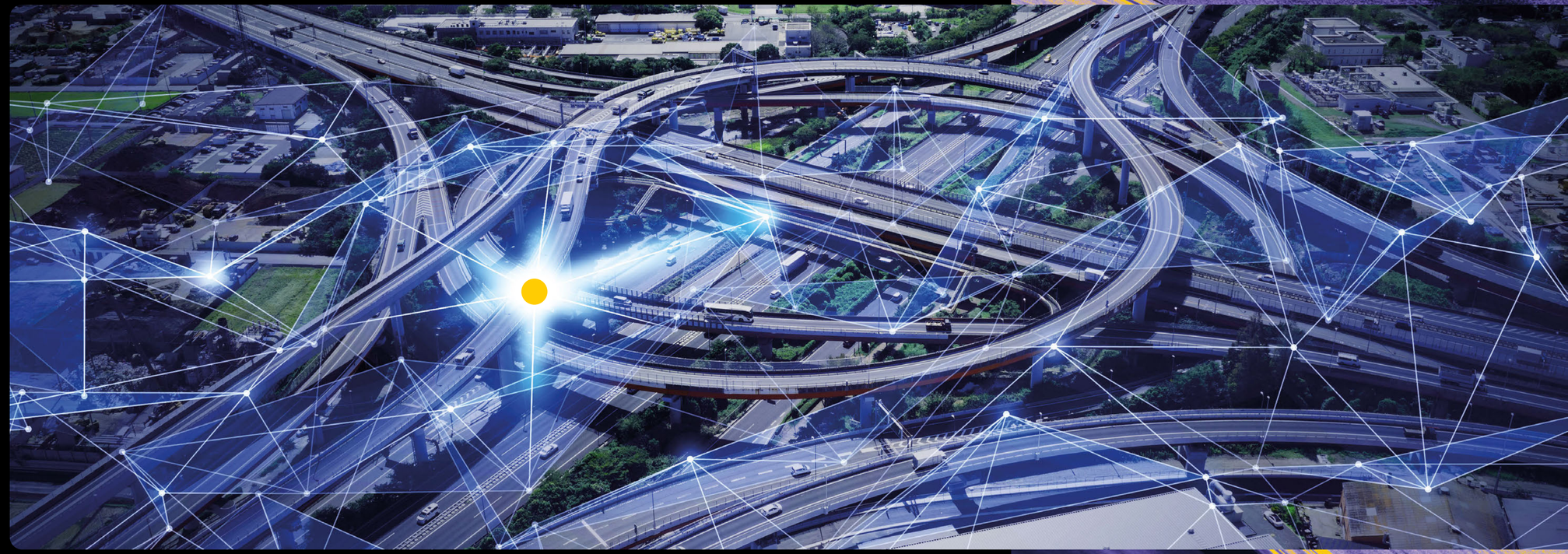


# DRIVING INTELLIGENT *FLEET MANAGEMENT*

# Foreword

**In today's fast-paced, ever evolving business environment, effective fleet management is more critical than ever.**

From managing the transition to alternative fuels, to reducing vehicle downtime, increasing driver safety, and controlling costs, there's a range of factors to consider. Against a backdrop of supply chain uncertainty and inflationary challenges prompted by rising staff, supply chain and capital investment costs, these issues are magnified for so many of us.

Fleet management is facing a period of unprecedented change. Reacting to issues isn't enough. A proactive approach, utilising technology is essential. Maintenance is just one example. Businesses can no longer afford to shoulder the commercial and reputational impact by reacting only when there's an issue. The switch has firmly flipped from a focus on fixing vehicles when they break down to preventing breakdowns from happening in the first place.

Today, with AI, automation, and increased access to data-driven insights, businesses have the power to turn fleet management into a strategic advantage. These tools are empowering fleet operators to make informed decisions based on real-time data.

The AA is Always Ahead, to help fleets and drivers at every stage of their journey, no matter how much change they face.

We're leading the charge when it comes to more insightful and proactive fleet management. How are we doing this? By leveraging AI and cutting-edge data combined with insights built from decades of experience as the UK's most trusted automotive expert.

This is alongside our first-hand experience as a fleet operator. We're in a unique position at The AA, as we run our own complex operational fleet of over 3,000 vehicles and partner with industry and suppliers in a relentless pursuit of savvy solutions.

As connectivity and data redefine the sector, we continue to refine our latest data-driven solutions, such as Vixa Pro from AA X and Drivetech's HALO Insights. Both are valuable tools that offer fleets the information they need to reduce risk and improve fleet performance. They're already enabling fleet control on an unprecedented level.

As the landscape continues to shift, we're dedicated to driving value for fleets and helping them transform operations so they can navigate the future confidently, efficiently, cost effectively and safely. While there may be challenges to overcome, it's an exciting period of evolution. There are many new opportunities ahead to improve fleet performance and make a real difference to safety and the bottom line.

**Edmund V King OBE**
**AA President**

# The current landscape

**Fleet management is undergoing rapid transformation, driven by economic pressures, technological advancements, and decarbonisation.**

The government's zero emission vehicle (ZEV) mandate, a pathway to all new cars and vans being zero emission by 2035, is a key challenge for most operators but it's not the only one to navigate. Businesses are dealing with a complex landscape where cost control, supply chain uncertainty, and sustainability initiatives play a pivotal role in day-to-day operations and planning for the future.

This was summed up by the Association of Fleet Professionals (AFP) in its 'State of the Nation' report for 2025. The AFP outlined the nine key issues fleets are facing. These include controlling fleet spending, with the AFP noting that fleet budgets remain under considerable pressure. It also highlighted the skills shortage. With a generation of older fleet managers heading towards retirement, there aren't enough new recruits coming through the ranks to replace them.

## *The rise of digital solutions*

Underpinning all current decisions on fleet management is technology adoption. The integration of technology into fleet management is accelerating, with businesses seeking digital solutions to enhance efficiency and reduce costs. Research by Webfleet found that 91% of fleet managers expect their investment in digital fleet solutions to increase in the next five years. With fleet managers noting that digitisation is about smart reporting – simple data, delivered in an easy-to-understand format.

Webfleet also found that fleet managers believe that AI and machine learning will have the biggest impact on fleet management in the coming years. These advancements enable fleets to optimise operations, reduce vehicle downtime, and enhance driver safety through real-time monitoring and automated reporting. We're part of this first-hand at The AA. One way we're using AI is to transform the accident management process for fleets, ultimately helping to reduce costs and downtime. Developed in partnership with RightIndem, Digital Claims Assistant and its video avatars, gives drivers a simple and supportive way to complete accident reporting, anytime, anywhere.

# The current landscape *(continued)*

## The data debate

Data is a hot topic. While there's no denying the power of data to enhance fleet management, it throws up a range of questions. Who owns the data? Is my privacy compromised? How will my drivers react to the data I'm collecting on them?

When it comes to data ownership, a landmark regulation comes into force on 12 September 2025. The European Union (EU) Data Act means vehicle manufacturers will have to provide users with access to the data generated by their cars. Essentially this means drivers will have more control of the data on them and can choose to share it with third parties, under certain conditions.

The EU Data Act will require UK fleets to adapt to a more data-centric environment, with greater emphasis on user data access, data sharing, and fair contractual practices. This could lead to changes in business models, contractual agreements, and potentially new relationships with users and the government.

Specifically, the act will require UK fleet operators to grant data access to users (like drivers and potentially aftermarket services) for vehicles and equipment sold or used within the EU, and will also impact how data is shared with third parties.

As the world of data continues to expand, we'll see the regulation controlling it continue to evolve.

## The shift from reactive to proactive fleet management

Technology is giving fleet managers insight into their fleets on a level never possible before. This view of fleet and driver performance is empowering those in control of fleets to proactively take action to predict vehicle issues, reduce costs and enhance driver safety – and this trend is only set to continue.

## A complex decision-making process

Due to the myriad of economic and environmental pressures impacting businesses, and the rise of data-driven insights, there's no escaping the fact that fleets are facing a complex decision-making process regarding their vehicles in 2025. Two dominant trends have emerged: extending the life of existing vehicles to mitigate costs and transitioning towards electric vehicles (EVs) to align with sustainability goals.

When it comes to keeping vehicles on the road, data and insights are valuable allies in reducing vehicle off road time.  Our own fleet has been a catalyst for investing to unlock the full potential of cutting-edge data science and AI. Our access to datasets from 10 million vehicles and 120 years supporting drivers enables us to turn these insights into actionable recommendations that will help businesses with their decision making.

Combining our access to real world insight into breakdowns and vehicle faults with our Vixa Pro tool, for example, enables businesses to proactively plan vehicle maintenance by providing real-time data on vehicle health.

To enhance fleet and driver convenience further, Vixa Pro can feed data through to our network of AA Approved Garages and AA Mobile Mechanics to schedule SMR proactively. Getting the right vehicle, the right SMR solution, at the right place, right time can significantly drive efficiency and help to reduce operational costs. With our mobile mechanics repairs may take place on a driver's driveway or in the car park

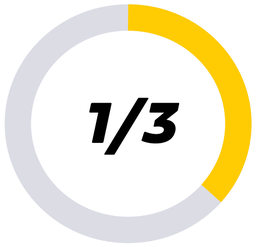
# Don’t forget the human factor

**Digital interventions are also critical for reducing the risk of poor driver behaviour, as well as helping to support the transition to EVs.**

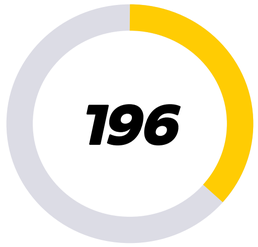
When it comes to driver safety, there’s no room for compromise. Did you know that driving is one of the most dangerous activities an employees will do?

Despite significant advances in fleet technology, it’s evident that human behaviour remains crucial in ensuring road safety and operational efficiency. While intelligent fleet management systems provide real-time monitoring, automated alerts, and data-driven insights, they can’t fully replace the decision-making of drivers.

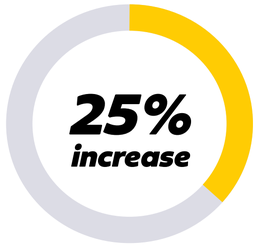
With a person killed or injured on UK roads every 16 minutes (Department for Transport), prioritising driver training is therefore critical to reducing accidents and improving fleet performance.




Around **a third** of all road deaths involve someone driving for work (UCL and Agilysis).




In 2023, **196 people** were killed in crashes involving light goods vehicles (LGVs), up 21% in ten years (Department for Transport (DfT)).




**25 workers** were killed by being struck by a moving vehicle in the workplace in 2023/24, a **25% increase** on 2022/23 according to the Health and Safety Executive (HSE). The top cause of collisions is errors or incorrect reactions from drivers, accounting for 13.2% of all incidents (DfT 2022 road collision data).

## *Preventing road incidents*

Every death and injury on the roads is preventable and we must all collectively do more to make zero road deaths a reality.

It’s therefore imperative that as businesses we prioritise road safety and risk management. Data has a critical role to play.

# Don’t forget the human factor *(continued)*

## *Embracing technology to enhance road safety*

A holistic approach to fleet risk management will ensure the best results when it comes to road safety figures. Therefore, driver training, accident prevention, and fleet safety initiatives are just as critical as predictive analytics in keeping fleets running smoothly.

Knowledge is power. By collecting data on all elements of fleet performance, businesses can identify risk and act quickly. With HALO Insights from Drivetech, part of AA Business Services, businesses can track telematics, fuel consumption, accident management, and insurance data. By bringing together a diverse range of data sources to create a single comprehensive view of the things that matter, it enables fleet managers to be more proactive in managing both costs and risks.

As every fleet is different, data enables the Drivetech team to create a bespoke solution for each business, to deliver the outcomes needed.

Having access to crucial insights into risky behaviours, for example, enables HALO Insights to identify and deliver targeted digital interventions directly to individual drivers to help make them aware of their behaviour and, ultimately, enable them to change it.

One of the most effective and ongoing ways we can do this is through driver training.

### *Data and driver training:*
### *Balfour Beatty cuts high-risk drivers by two thirds*

A safety partnership between Drivetech and Balfour Beatty has achieved a **67% reduction** in high-risk drivers, slashing risk mitigation times by 72% for the infrastructure giant.

These results are down to a powerful combination of data and driver training, including real-time risk tracking and 86 training courses delivered across ten regions since early 2004. This has enabled Balfour Beatty to identify previously unseen risks and empower the business to proactively tackle issues to increase fleet safety across the board.

> *“Ensuring our people get home safely to their loved ones is of the utmost importance to the business. This collaboration has meant that we can identify those drivers who need extra support and intervene quicker than ever before.”*
>
> **Tim Fieldhouse**, fleet services director at Balfour Beatty.

## *The role of driver training in fleet safety*

Driver training ensures drivers have the skills and confidence to drive safely and efficiently at all times. It’s important driver training is a central and ongoing part of every fleet risk management programme. It can take many forms to suit the individual needs of the business, whether that’s on-road, e-learning or traditional workshops, and it’s constantly evolving, informed by insights to ensure that it keeps pace with change.

While safety is the primary reason for investing in a driver training programme, it delivers wider measurable benefits to businesses, from lowering operational costs through to more efficient driving.

# *Expert perspectives*

## The BVRLA

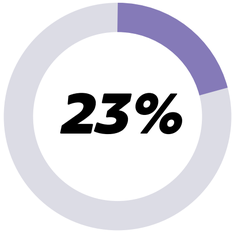
The BVRLA's annual Industry Outlook Report captures the views of nearly 200 fleet managers and representatives from leasing, broker, and rental companies. It examines whether recent trends are likely to persist or reverse. When it comes to digital trends, this year's report found:

- **BVRLA members anticipate a small increase intheir IT and digital investments in 2025**
- **Customer service and digital interfaces are priority areas for those investments, although predictive maintenance features highly too (4th)**
- **64% of fleets say cost reduction is their number one strategic priority for 2025**
- **23% of fleets expect to invest in fleet management software in 2025**
- **A priority area for fleets to achieve cost savings is through efficiencies by optimising data**

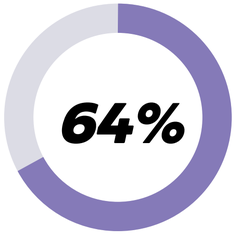
*"Access to data is growing exponentially, and with it so are the opportunities for companies to manage fleets more effectively. AI is able to fast-track the realisation of those opportunities when used effectively. There is no one size fits all solution however and companies need to consider which solutions are best for them, while aligning with their risk appetite and compliance protocols.*

*The key to success will be to ensure the right parties have access to the data they need, that can deliver significant time and cost efficiencies. Data is a valuable resource and as the amount of data captured grows, the rules of engagement need to be updated, granting data to be shared in an effective, secure, and compliant way."*

**Toby Poston**
**Chief Executive of the BVRLA**




25% of fleets expect to invest in fleet management software in 2025




64% of fleets say cost reduction is their number one strategic priority for 2025

# *Expert perspectives* *(continued)*

## LOGISTICS UK

*At Logistics UK, we see first-hand the transformative potential of data and digital technologies in making the UK's logistics network safer, more sustainable, and more efficient. From reducing vehicle downtime to supporting decarbonisation and improving driver safety, intelligent fleet management clearly has a key role to play. The research we have conducted confirms that logistics businesses are committed to innovation and are increasingly investing in their people to grow the capability to introduce new, data-driven approaches. Tools that can maximise fleet utilisation are at the centre of this transformation, helping to cut costs, improve service, enhance safety while gathering the data needed to support the shift to net zero. In other words, this is about tangible results, not abstract gains.*

*Yet barriers remain. Cost, challenges with system integration and skills gaps all inhibit progress. To overcome them, technology developers must engage with and understand the operational realities of our sector. More broadly, the future of logistics won't be delivered behind closed doors – it will be built through partnerships between logistics businesses and their customers, technology companies, investors and policymakers. This AA paper is an important contribution to that wider conversation.*

**Ben Garratt, Deputy Director – Public Affairs and Innovation Policy Lead, Logistics UK**

# *Embracing the challenges*

## A test and scale approach

**With our own fleet of over 3,000 operational vehicles, what better opportunity to test our latest solutions than from within. That's exactly what we did with the Vixa Pro tool from AA X. Our head of fleet, Duncan Webb, explains and shares his viewpoint on embracing new technologies as a fleet manager.**

*"Introducing any new tool to a fleet isn't a decision to take lightly. The financial investment and time it takes to get to grips with the tool needs to be carefully weighed up against the return on investment. This is why I'm proud that The AA fleet can share the reality of its experience with others. Our business has committed to a test and scale approach to alternative fuels, and this has extended to data tools. Data has the potential to be a complete game changer for fleets. It's already making a huge difference to many, but the scale of what's possible and the tools coming to market are ramping up. This is helping fleets manage costs, time and increase sustainability.*

*Vixa Pro is one of the tools we've been testing on large scale. It actively monitors vehicle health data and feeds that through to our fleet management team. It's been live on our roadside fleet for over a year now, so we've had a significant amount of time to really see how it works day-to-day and what results it delivers. And the results have been pretty incredible! We've been able to successfully reduce VOR time related to battery failures and this has included Vixa Pro working on dual battery set-ups. In fact, receiving proactive data on vehicle health has reduced VOR time by around 40% in the last nine months.*

*The data insights have empowered us to pre diagnose faults and plan ahead with parts ordering, which has cut the cycle time for repairs. Put simply, we've got more vans on the road at any one time thanks to enhanced proactive maintenance and this is all down to the power of data. Looking ahead, don't be wary of connected technologies. They can make a huge difference to your fleet, as we've experienced first-hand. Just make sure they've been thoroughly tested under real-world conditions first. We'll continue to have your back at The AA and share our experiences."*

# *Driver smarter. Lead the pack.*

**We all know the saying that prevention is better than cure. But in today's fleet world, it's more than this - it's a strategy.**

With rising costs, tighter emissions targets, and pressure to keep service levels sky-high, smart fleet operators are switching gears. They're swapping firefighting for foresight. It's time to stop reacting and start predicting. With the right data and tech on your side, you can slash vehicle off-road (VOR) time, cut costs, and boost performance.

## *First stop: Get to know your fleet*

Wherever you are on your data journey, now's the time to check-in. The goal is spotting issues before they hit the road. Here are the top common roadblocks we help fleets tackle:

- **Vehicle downtime.** No one likes being caught off guard. Predictive insights let you plan ahead – not just play catch-up.
- **Unpredictable servicing.** Traditional SMR schedules don't cut it anymore. Data-led maintenance means fewer surprises and fewer breakdowns.
- **Runaway costs.** Lack of real-time visibility of fuel, repairs, and admin is impacting the business bottom line.
- **Cash flow chaos.** Repair bill spikes make budgeting more tricky but smart planning ahead brings stability and breathing room.

Start with a fleet audit to identify your weak spots, which you can monitor regularly to stay ahead of the curve.

## *Plug into the power of tech*

Data is your fleet's superpower, but it's not just about the numbers. It's what you do with them that counts. Modern fleet systems, powered by sensors, telematics and AI, are transforming the way fleets move. Here's how they can keep you always ahead:

- **Live tracking** – from vehicle health to fuel burn, you get real-time updates and smart recommendations.
- **Predictive maintenance** – stop breakdowns before they happen. Reduce VOR time and extend vehicle life.
- **Automated alerts** – from compliance hiccups to driver behaviour, get flagged on the things that matter – fast.

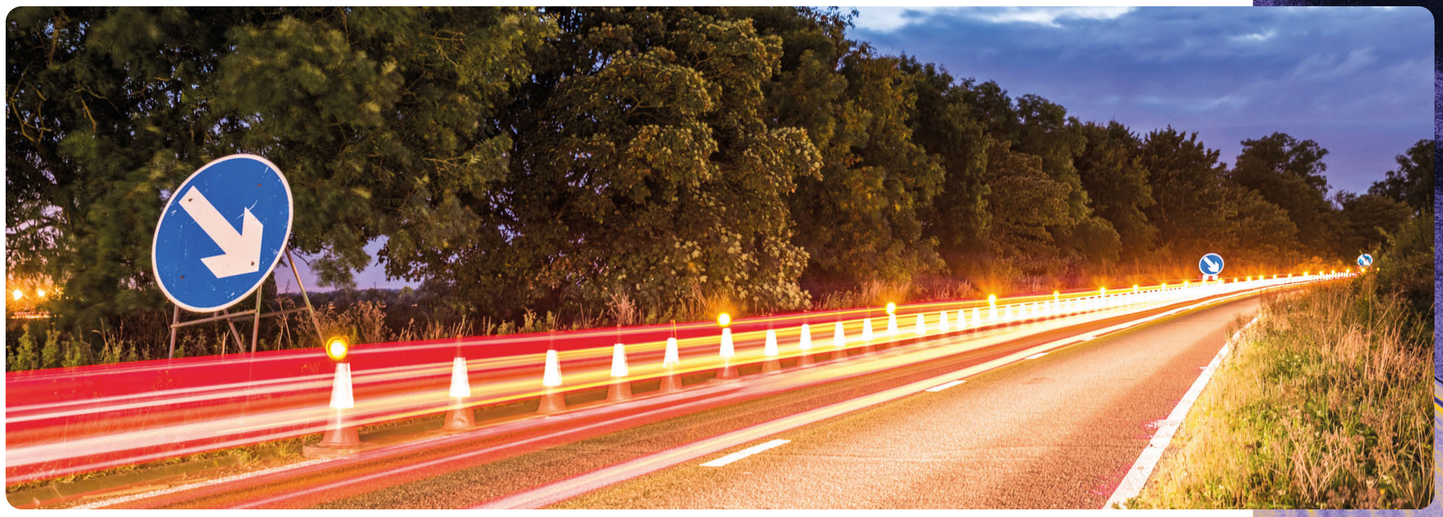
This isn't about jumping on the latest tech trend. It's about building a fleet that's faster, cleaner, and smarter, with fewer breakdowns – and fewer nasty surprises.

## *Harnessing the power of data*

Data is only powerful when it drives real change and, ultimately, when it starts to solve your fleet's problems. The pain points identified in your audit can be combined with insightful data specific to your fleet to adjust and adapt your fleet strategy on a continuous basis for positive change. With informed, insightful data by your side, here's what you can expect:

- **Access to the bigger picture.** Dashboards and analytics will give you a greater view of your entire fleet in real time. This empowers fleet managers to identify trends, respond quickly to issues, and plan proactively.
- **Predictive modelling.** Using historic data, you can better predict future fleet performance and simulate different scenarios, such as an increase in demand. This can support existing risk management strategies.
- **Sustainability improvements.** Data enables you to track environmental performance and identify opportunities to make a positive difference, such as route optimisation.

# Reducing VOR



**Downtime is a headache for any organisation, so reducing VOR across the fleet is a priority for most of us.**

As well as the many problems it can cause to have a vehicle off-road, a big one is cost. We know from AA X data, that for an average delivery fleet the cost per hour to the business for downtime could be as much as £600 to £800.

While vehicle faults themselves are the trigger for downtime – such as engine and transmission failures, or electrical system faults – it's often the lead time for getting into a garage or back to the OEM for repair or warranty issues that's the major issue. If a vehicle needs to go back to the OEM, in some cases this can take months, which is a big problem for businesses who rely on their fleet being operational.

There's a skills shortage of qualified vehicle technicians and as technology advances, this gap will likely widen. The Institute of the Motor Industry (IMI) predicts a shortfall of 16,000 technicians qualified to work safely on EVs by 2032. This is another key factor in repair delays. In many cases there's simply not enough technicians for the number of vehicles. It's therefore vital to plan repair cycles around these factors to reduce VOR.

## *Your VOR reduction checklist*

- **Switch to a predictive model for maintenance and repair** – using real-time data insights from a tool like Vixa Pro from AA X will enable you to get a full picture of the health of your vehicles and schedule in repairs before they lead to downtime. Parts can be ordered ahead of time and space booked in with an independent garage or OEM to avoid unplanned wait times.

- **Train your drivers to adopt fuel efficient practices and improve safety** – you can cut costs and time with greater fuel efficiency and reduce your fleets accident rate with driver training from Drivetech. Combine this with data and the result is even more powerful. Fleet management tools such as Drivetech's HALO Insights bring together data including telematics, fuel consumption, accident management, insurance data, and fleet costs, to give an immediate and clear picture of fleet performance, allowing for quick identification and resolution of potential issues.

# Reducing VOR *(continued)*

## *Your VOR reduction checklist*

- Use mobile vehicle servicing – a vehicle no longer needs to go to a garage for service or repair, skilled technicians can come to you. With AA Mobile Mechanics you can get a manufacturer, interim or full service at your home. Using this service can slash average VOR time further when combined with Vixa Pro. You can monitor vehicle health, then proactively schedule maintenance on your doorstep. This also helps get around the issue of up to 25% of drivers missing key appointments. This can make costs stack up fast.

- Partner with a trusted SMR network – for fast, reliable repairs work with a partner, such as The AA's Prestige, who can help identify trusted garages and work with you to find capacity when you need it. AA Driving School does just this, typically using independent garages for repairs who often have more flexibility and can provide quicker turnaround times.

## *A powerful partnership*

The AA and Trakm8 have a partnership spanning more than 15 years, with data at its heart. It began with Trakm8 providing telematics to The AA's yellow fleet and support of a trial of 10,000 consumer units. Following this success, the launch of The AA's own telematics offering for fleets was born, powered by Trakm8 systems. The partnership has continued to evolve, and today Trakm8 data fuels Vixa Pro, AA X's innovative data-driven vehicle health insights tool.

*"It's interesting to see how telematics data has evolved over the years, in that it used to be solely about reducing operational costs for our customers, but now has also allowed us to focus on reducing VOR. Reducing VOR reaps a wide range of benefits for all businesses and, of course, cost is one part of this. But it's also about being able to maintain business consistency, company reputation and customer satisfaction. It's about proactivity and better planning.*

*Diagnostics data flags a vehicle health issue before it becomes a problem, this allows for parts to be ordered ahead of time and to get a vehicle scheduled in for repair before it breaks down. Across a fleet this proactivity cuts VOR significantly. This technology will be a significant part of the future for both drivers and businesses, as it continues to evolve and become even more integral to day-to-day operations. It results in lower total cost of ownership, keeps vehicles on the road longer, and ultimately benefits both drivers and businesses by ensuring smarter, more sustainable vehicle management. To make a difference to fleet efficiency, it's time to embrace technology and data."*

**James Corbett, Corporate Account Director, Trakm8**

# Conclusion

**The AA's 120 years of roadside experience has given us a substantial legacy for excellence in both innovation and driver understanding.**

This legacy is (in part) what continues to drive us as a business to aspire for excellence in every service we provide – and in every single customer interaction we take part in. In the same way that we've always championed the rights and causes of drivers, we're deeply dedicated to ensuring our long-standing "heritage of help" isn't lost as the automotive landscape evolves and automates.

With vehicle downtime costing as much as £600 - £800 per hour in some cases, using the power of data to get vehicles back on the road quicker is vital. We know this all too well from experience with our own fleet. The results of using data to minimise downtime – and keep more roadside recovery vehicles available at all times – has been a game changer.

As we hope we've shown throughout this Yellow Paper, data is the superpower that will help us derisk our fleets, maximising uptime, reducing costs and boosting efficiency as we move forward. Data will keep businesses ahead of the curve – but that same data must be intuitively managed to reach its maximum effectiveness.

Working with The AA, a leading provider in data-driven solutions, our customers gain access to our deep expertise in vehicle and driver management, keeping them safe in the knowledge that they're always ahead. Wherever you are in your journey to the future and whatever your focus is, of one thing you can be certain. It's ok. We've got your back.

**James Starling**
**Director of**
**AA Business Services**

AA
Always
Ahead