



# Preparing The World For Driving Electric Vehicles.

Manufacturers, fleets and private motorists are preparing for electric mobility. The sale of new petrol and diesel cars and vans will be banned from 2030 and hybrid vehicles outlawed five years later in 2035.

# The Electric Vehicle (EV) Market.

## Perceived Barriers around EV Adoption.

Cost of upgrading, charging speeds, lack of charging points, ease of payment, and the need for advance booking are all challenges faced by busy fleets requiring minimum downtime.

There is also a perception that many manufacturers are focusing on their car offer ahead of vans – a key issue for mixed and commercial fleets.

Lastly, some Fleet Managers doubt the suitability of EVs for long haul and heavy goods transportation, with payload a significant issue.

## Electric Vehicles Reduce Stress At The Wheel.

One of the first things drivers notice when switching to an EV is the quietness of the vehicle – creating a comfortable, relaxing driving experience.

A study undertaken in 2018 by the London Electric Vehicle Company, has shown:

- The quieter and more comfortable driving environment of an electric vehicle can have significant mental health benefits.
- The quieter driving experience allows drivers to be in a more concentrated state of mind.
- By removing the engine rumble and other distractions, drivers appear to be able to drive in a more focused, calm manner. This increased concentration allows EV drivers to better spot pedestrians, cyclists, and other vulnerable road users and ensures that they can take evasive action if required.

## The Facts about EVs.

**Zero**  
emission cars  
do not pay  
company car  
tax

**75%**  
of fleet managers  
believe EVs are  
better for health  
of drivers

**£500m**  
support for super  
fast charging  
network

**34,360**  
UK charging  
points



The fact that EVs move quietly can have a negative impact, especially for pedestrians, who may not be able to hear the vehicle coming. However, to combat this, all-electric vehicles are fitted with an acoustic vehicle alert system (AVAS), which sounds when the vehicle is reversing or travelling below 12mph.



# Drivetech Can Help.



## Accelerate Your Electric Journey.

With increasing numbers of electric vehicles being introduced as part of modern driving fleets, it is crucial for drivers to be educated on the unique operation, maintenance and driving strategies required to maximise safety and efficiency.

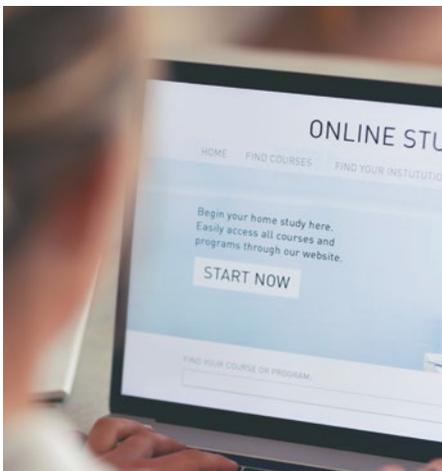
Our resources and course portfolio will help engage and educate your drivers. Take them on your EV transition journey to a greener, safer and more sustainable fleet.

See our EV education portfolio overleaf.

## You Get More Out of EVs With Targeted Education.

Providing EV training for drivers, even if it is simply a thorough handover, outlining how to charge the vehicle and how to drive it is an essential part of a fleet's electrification strategy.

There are a number of fairly small, but crucial, differences which mean that a driver who jumps straight into an EV from an internal combustion engine vehicle will not be getting the best out of it.



## Know The Best Time For Training.

In an ideal world, drivers should receive EV training before they are handed the keys to their vehicle, so they know how to drive it safely and efficiently – and before any bad habits set in.

If EV familiarisation training is not possible before delivery, then carrying out a familiarisation course at the point of delivery or shortly afterwards will still be of benefit.

As an employer, you have a duty of care towards your company drivers. Experience tells us that drivers are often convinced that they do not need any additional training and will only participate if encouraged by you.

If you have read this far, we do not need to tell you about the benefits of driver education.

## Change a Driver's Mindset.

Even though these vehicles are the 'mandatory' future, we know there is still some uncertainty – and drivers' mindsets are still considered the biggest barrier to EV adoption.

By working with Drivetech, any preconceptions or uncertainty will be a thing of the past. We will work with you and your drivers to dispel any myths, concerns and barriers. Both you and your drivers will soon be convinced that EVs really do present a safe and efficient future.

The inclusion of driver education, awareness and engagement in any EV transition project that an organisation undertakes is really important and fundamental to a successful transition.

# Product Portfolio.

We have a suite of modules dedicated to electric mobility. Our online and classroom-based workshops, and our on-road sessions, are suitable for anyone who drives an electric vehicle on behalf of your business, either in a company vehicle or privately-owned grey fleet vehicle.

- Reduce risk and maximise safety
- Educate your drivers to ensure your business and drivers get the most out of their EV
- Create the right mindset across your driver community
- Ensure your drivers fully appreciate the differences between Electric Vehicles (EV) and Internal Combustion Engines (ICE)

## EV Familiarisation E-Learning Module.

Improve driver safety and enjoyment through the use of fuel efficient driving techniques. Get the most out of an Electric Vehicle, including charging guidance and journey planning. One of our new e-learning modules – there are 24 available in total. Engaging and sharp e-learning modules – accessible 24/7 so can be completed at any time that is convenient.

### Benefits of the course.

#### Accessible 24/7

Can be completed at any time that is convenient, including being accessible via a mobile device

#### Targeted

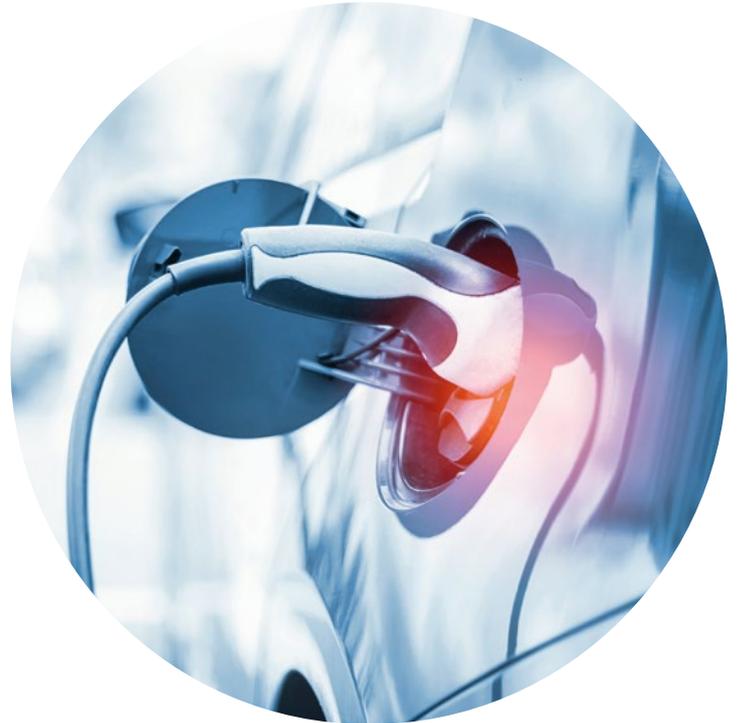
Aimed at drivers who are new to, or are thinking of driving an Electric Vehicle (EV)

#### Reduces exposure to risk

By preparing your driver for how to drive an EV, their exposure to risk is addressed and minimised

#### Convenient

This module is only 10 minutes in length



## EV Familiarisation Workshop for Car Drivers.

Designed specifically for drivers of electric cars. There are significant differences when compared to driving a 'regular' car and this workshop helps to bridge that gap.

<b>Duration</b>	<b>2 hours</b>
<b>Delivery</b>	<b>Virtual Workshop</b>
<b>Attendees</b>	<b>Up to 9 participants</b>



### Benefits of the course.

#### Accessible 24/7

All your drivers need is a laptop, tablet or smartphone with in-built camera and sound, sufficient broadband and non-distracting area from which to take part

#### Convenient

Choose a date and time that suits you

### Outcome.

At the end of the course, participants will be able to:

- Fully appreciate the differences between Electric Motors and Internal Combustion Engines (ICE)
- See past the myths surrounding ownership of an electric car
- Fully appreciate how to get the very best out of their specific EV in terms of range and performance
- Maximise the battery life of their EV, including identifying and reducing 'battery draining' factors

## EV Familiarisation On-Road Course.

Introductory training session, designed for drivers who are new to, or are thinking of driving an Electric Vehicle (EV). The session is a blend of vehicle familiarisation, safe vehicle operation and efficiency.

<b>Duration</b>	1.5 hours
<b>Delivery</b>	On-Road Course
<b>Attendees</b>	1 Driver:1 Trainer

### Benefits of the course.

#### National Coverage

Local venues available throughout the UK

#### Convenient

Choose a date and time that suits you and easy to book online or by phone

### Outcome.

At the end of the course, participants will be able to:

- Understand charging connections, leads and simplicity of connection
- Appreciate the importance of tyre condition, in particular correct tyre pressures be aware of the features exclusive to their vehicle
- Learn the key techniques for driving an EV



## EV Real World Driver On-Road Course.

Understand the unique operation, maintenance & driving strategies required to maximise safety and efficiency of Electric Vehicles (EV). In addition to vehicle familiarisation, this on-road session includes coaching for maximising range, charging strategy & safe operation, ensuring your business & drivers get the most out of these innovative vehicles.

<b>Duration</b>	Half Day
<b>Delivery</b>	On-Road Course
<b>Attendees</b>	1 Driver:1 Trainer

### Benefits of the course.

#### National Coverage

Local venues available throughout the UK

#### Convenient

Choose a date and time that suits you and easy to book online or by phone

### Outcome.

At the end of the course, participants will be able to:

- Be aware of the features exclusive to their vehicle
- Learn the key techniques for driving an EV
- Use contemporary driving techniques to reduce risk and maximise range
- See an immediate improvement in their driving range
- Carry out ongoing post training self-development of their own driving performance



## Free Module

# UK Charging Infrastructure.

New or prospective drivers of electric vehicles may be anxious about charging and ask themselves how to find charging stations, what cables they need, how long charging may take and how much it will cost. This module will look at these questions and provide the solutions to help you get the best out of your electric vehicle (EV). Accessible 24/7.

### Benefits of the course.

#### Accessible 24/7

Can be completed at any time that is convenient, including being accessible via a mobile device

#### Targeted

Aimed at drivers who are new to, or are thinking of driving an Electric Vehicle (EV)

#### Reduces anxiety around charging

By preparing your driver on how to find charging stations, what cables they need, how long charging may take and how much it will cost

#### Convenient

This module is only 10 minutes in length

<https://www.drivetech.co.uk/global-business-fleet-solutions/course/ev-uk-charging-infrastructure/>



## EV Co-Driver

# E-Learning Modules.

EV Co-Driver is a brand-new way of communicating with drivers of Electric Vehicles (EV). Based on 'nudge' theory, it's a fun and immersive way to educate drivers on new technology and best practice behind the wheel.

**Duration** 2-3 minutes

**Delivery** Online

**Attendees** Unlimited

### Benefits of the modules.

#### Fun and Immersive

17 animated modules to educate drivers on new technology and best practice.

#### Flexible

EV Co-Driver gives you complete flexibility to agree the exact topics we send to your drivers.

#### Engaging Content

The information included in each episode is short, sweet, and easily understood – and will take no more than 2-3 minutes per animation.

#### Memorable Stories

Each module tells a story, which makes the content more memorable and impactful.



**Work with us and become fully charged for the future.**

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“ ABB have been working collaboratively with Drivetech on our EV transformation journey. This has included developing and delivering a new EV familiarisation course for our company car drivers. Initially delivered to our senior management team, the feedback was excellent with the training well delivered and the content relevant.

We feel reassured that we have a proactive driver training partner in Drivetech, especially as we implement our sustainability strategy, which our EV ambitions form a key part. ”

**David Day**  
UK HSE Manager at ABB

# We will leave you with these top tips for efficient EV driving.



## Conserve Momentum.

Reading the road and observing other road users further ahead allows a driver to reduce unnecessary acceleration and braking, which has a major effect on energy consumption and maximises regenerative braking.

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## Watch Your Speed.

High speeds increase energy consumption in EVs more than they increase fuel consumption in conventional vehicles. Typically, in a conventional vehicle, the most efficient speed is achieved at approximately 40 – 50mph, but the most efficient speed for EVs is lower than this.

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## Avoid Harsh Braking.

Regenerative braking is a key feature which converts some of their movement (kinetic) energy back into electricity to recharge their batteries. When a driver lifts their foot from the accelerator pedal, the electric motor acts as a generator and creates reverse torque to the front wheels, slowing the car down. Energy recapture available through regenerative braking is around 10% through normal driving and up to 30% on descents.

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## Know Your Vehicle's Eco Features.

Many EVs come with a range of features that can ensure smarter and more efficient driving. Switching on the eco mode in an EV can reduce the draw of energy used by limiting the throttle and the power of some ancillary features such as air conditioning. Some plug-in hybrid vehicles and range-extended EVs also have features that allow drivers to choose when they use battery charge or fuel, ensuring that drivers can opt to use the battery when it's most efficient – for example, city driving.

## Contact Us.

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