
FLEET COSTS: FORGET DRIVERLESS OR ELECTRIC, THINK ANTLER-CAMS AND NOSELIGHTS



“What’s that sound on the roof?”
“Probably rain, dear.”

With rapid innovation in transport technology plastered all over every blog and news engine from here to the North Pole, the answer to reducing your winter claims count might be more old school than you think.

It’s a tough time of year for firms with fleets; more accidents mean more claims and higher premiums, all because winter brings with it pitfalls and dangers for the less-than-diligent.

Read on for our guide on how to survive, nay, thrive, through the festive period.

Every year the roads clog up with festive traffic. Whether it's people driving home for Christmas or jetting off for a fairy tale in New York, or it's Amazon out on the roads delivering Christmas goodies, it's impossible to escape the traffic jams, icy roads, and accidents that are part and parcel of the Christmas period.

“minimising fuel costs, avoiding congestion and charging minor fees for the trouble”

The answer, one enterprising delivery service has found, is surprisingly simple. Every year their Christmas fleet sets out to deliver enormous volumes of presents to expectant families, and all whilst minimising fuel costs, avoiding congestion and charging minor sustenance fees for the trouble.

Granted, the firm struggles with seasonal problems as much as anyone, but their efficiency and prowess through the winter period keeps them afloat, and there is much that firms can learn from their modus operandi.

So, what's the secret to their success?

Well, firstly, they have an experience clause when hiring drivers. Their primary driver, Nicholas, has a commendable track-record with very few documented accidents. Nick drives pretty swiftly and has had some unusual claims through the years, but they've always been rectified and settled out of the public eye. More than that, however, he's had extensive training with the fleet.

“Forget driverless cars and electric lorries this Christmas and generate some real cost-savings”

That brings us to the second pillar of their success; a reliable fleet designed for winter conditions. Forget driverless cars and electric lorries this Christmas and generate some real cost-savings, with Reindeer!

Reindeer?

Yes, reindeer! At 47 pence per kilo, carrots are very much cheaper than diesel or electricity, so your running costs will decrease substantially. Indeed, we calculate that 9 reindeer can do the work of an entire fleet, needing only 5kg of carrots per reindeer per day. This would mean standard fuel costs of just over £20 per day. A less-seasonal premium fuel option, costing around £80 per day, would be 2.5kg of wild mushrooms per reindeer per day.

On top of this, reindeer are adept at skipping traffic, saving time and gaining man-hours, and have a brilliant sense of direction, ensuring that your drivers won't get lost. There are further precautions, however, to ensure that you get the most out of your new fleet.

“improve visibility on dark or foggy nights”

One such precaution was revolutionary when it came out; illuminating nose-lights. These improve visibility on dark or foggy nights, improving the confidence of your reindeer and making them visible to other traffic.

Another important precaution is antler cams. Despite the greatly reduced risk of claims through using the reindeer, accidents still happen. Having an antler cam fitted to multiple reindeer can confirm your innocence when others are at fault, improve security of your reindeer when they are off-duty, and prevent your driver from driving dangerously or making unscheduled detours. There have been claims in the past based on roof-damage, startled pilots and reindeers causing destruction whilst playing reindeer games – antler cams will help you combat such outlandish claims and avoid high premiums.

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Ho-ho-hold on, REINDEER?!

Absolutely. Granted, they are less proficient in the summer months and they require good waste management procedures, but the gains you will make in terms of winter efficiency, reduced claims, and lower premiums, will more than justify the required effort. So, load up the sleigh and get the harnesses on to give your business the (s)ledge this Christmas.

Consort is more than happy to wish everyone Happy Holidays, Merry Christmas, and a fantastic New Year. Please don't hesitate to have fun, stay safe, and eat more mince pies than your stomach can possibly hold. We know we will be!