

ENTERPRISE BRINGS AUTOMATED CAR RENTAL TO SIEMENS UK

All 15,000 Siemens UK employees able to rent vehicles on demand using app-based technology

Siemens UK has launched an automated rental programme across all of its business divisions, providing 24/7 access to mobility for more than 15,000 employees through membership of Enterprise Car Club™.

This means employees now have access to Enterprise's 1,400+ on-street vehicles in 200 towns, cities and communities across the UK, in addition to the existing dedicated car club vehicles already located on-site at Siemens UK's offices in Lincoln, Hull, Aberdeen, Congleton and Manchester.

This new programme enables employees, including those who are now hybrid or remote working, to access low- and zero-emission cars as and when required across the UK. Those with business-critical mobility

“Enterprise’s on-site dedicated car club programme has already helped improve efficiencies by reducing the number of pool cars Siemens UK operates by a third.”

can continue to take vehicles on long-term hire from Enterprise Rent-A-Car™.

A bespoke car club enrolment page for Siemens employees accelerates the account setup process. Employees then use their Siemens credit card to book trips on the Enterprise Car Club app. This tracks every journey through the company's travel management system and ensures it is compliant with the travel policy. The vehicles are opened with either a smartphone or the Siemens ID card.



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Siemens and Enterprise work together to ensure all bookings are for essential trips only, and local Enterprise Rent-A-Car branches can now switch daily rental bookings to car club when a suitable vehicle is available nearby.

Wayne Warburton, Head of Mobility Services at Siemens UK, notes: “We have an excellent partnership with Enterprise. Not only were they instrumental in helping us manage the challenges of Covid, they’ve now helped us to reduce cost, emissions and business mileage while fully supporting a diverse range of employee travel needs.

“The opportunity to extend car club access across the whole organisation, alongside the dedicated vehicle programme, makes sense because of Enterprise’s very regionalised network. Enterprise’s car club and branch network is located in many smaller



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communities and even rural areas around the UK, not just in city centres.

“They’re the only rental car company that could successfully deliver this scale of initiative and help us manage the current pressures on new vehicle acquisition.”

He adds: “Because so many of Enterprise’s on-street vehicles are low- and zero-emission, the programme reaches our sustainability goals without affecting the business-critical journeys employees have to make to locations like wind farms.”

Adrian Bewley, Assistant Vice President of Business Mobility for Europe at Enterprise, adds: “The close integration between our branch and car club business has enabled us to advise businesses when a car club vehicle is the best option for a particular employee and journey. This brings an enormous opportunity to reduce miles driven as well as costs in delivery and collection for the client and make business travel more convenient for workers.

“Siemens UK is one of a growing number of UK-wide organisations that are seeing the benefits of how a car club can help to achieve a wide array of innovation, mobility and business goals. It continues to be at the forefront of employee mobility by looking at solutions that support employees - especially in a rapidly changing workplace - by enabling business travel in an efficient and sustainable way.”

Siemens UK includes a number of essential service providers such as Smart Infrastructure, Digital Industries, Healthineers, Siemens Gamesa Renewable Energy (SGRE), Siemens Mobility and Siemens Energy.