

CASE STUDY | CRAWFORD ROOFING



Roofing company finds over \$157,000 in savings by modifying its fleet strategy.

BACKGROUND

Location: Toronto, ON
Industry: Roofing Contractor
Total vehicles: 30 vehicles

THE PROBLEM

Crawford Roofing was seeking to improve some key fleet procedures to help enhance its overall business operations. The company typically purchased trucks and kept them for 8-10 years, replacing the trucks only when they became inoperable or needed costly repairs. This reactive vehicle replacement strategy was costing the company a lot of money and affected the productivity of employees due to increased downtime.

THE SOLUTION

Enterprise Fleet Management met with the Crawford Roofing team to analyze their current fleet and develop a more efficient program. Together, the two companies determined how to optimize Crawford's vehicle investments. By identifying the optimal time replace each company vehicle, Crawford developed a strategic, proactive fleet plan. For the first time, the company was able to order vehicles with the optimal specifications, at the right time of year – for the best possible price. Crawford was no longer preoccupied with costly maintenance and repairs, and was able to save by selling at higher resale values.

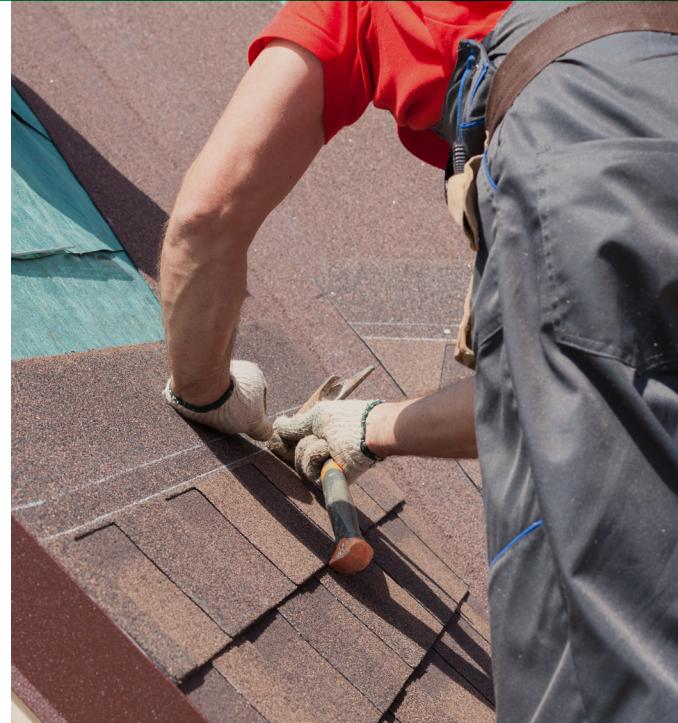
"Enterprise has shown us a better way to think about our vehicles – they have reduced the overall expense, accomplished our operational goals and been an invaluable business partner to grow with."

– Nelson Rites, General Manager

THE RESULTS

Within three years, Crawford replaced its fleet with newer, safer, and more efficient vehicles. Total fleet costs were reduced by 37%, saving over \$157,000. Crawford's vehicle acquisition costs were reduced by over \$11,500/vehicle and the company has saved more than \$2,500/vehicle in annual fuel spending since replacing its older vehicles. Maintenance and fuel data is tracked on a regular basis and each vehicle is being managed proactively. In addition to cost savings, outsourcing vehicle management has alleviated the time administration and management teams spend on the fleet, allowing them to focus on the growing company.

To learn more, visit efleets.com or call 877-23-FLEET.



Key Results

OVER
\$157,000
IN SAVINGS



**SAVED
\$11,500
PER VEHICLE IN
VEHICLE ACQUISITION**

**\$8,000/YR
SAVINGS
IN FUEL**

