

Case Study



Ambition 2025: Warburtons

As a member of the LCRS, Warburtons has carried out an award winning project to install a telematics system across its 750 strong secondary distribution fleet to reduce fuel and carbon emissions. The company used Mercedes-Benz FleetBoard telematics system and also implemented FleetBoard's Vehicle Management Performance Analysis Program which provided detailed feedback on the performance of each truck and driver.

Factors such as vehicle weight and routes as well as driving characteristics including harsh braking, over revving and gear changes were recorded. Initially the FleetBoard system was trialled in five vehicles, delivering an 8 per cent reduction in fuel consumption and carbon emissions, exceeding expectations. A second

trial including 30 vehicles confirmed this reduction was a realistic target.

Drivers were scored, enabling them to be trained accordingly and site champions drove local engagement. Two FleetBoard employees joined the implementation team to steer the whole process. Following roll out across the entire secondary distribution fleet, the project achieved great results, reducing diesel consumption by 11% over the last 2 financial years, giving a reduction of 4028 tonnes of CO₂.

"Our family values are at the heart of everything we do. We are committed to reducing our impact on the environment and FDF's Ambition 2025 closely aligns with our approach to business. Our award winning FleetBoard telematics system has significantly cut our

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carbon emissions, contributing to our wider objectives in improving outcomes for our people, our business and the communities we work with.”

Brett Warburton, Executive Director,
Warburtons

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