



**Fleet** A Case Study  
*Renting*



The **Bynx** managed service drives Fleet Renting's integrated mobility offering in Mexico

### **Emerging appetite for mobility**

Established since 2015, Fleet Renting is one of the first integrated mobility management companies in Latin America's northernmost country. The company set out to address the growing appetite for a more cost-efficient alternative to car ownership that would also promote new mobility options.

The founders (all leasing industry specialists with more than 20 years' experience) recognised the pragmatic need to optimally manage the lifecycle of fleet vehicles (for Fleet Renting and customers) alongside all financial elements of the business, in the most effective way. They had ambitious plans.

By year five (2020), Fleet Renting is aiming to have a running fleet of over 25,000 vehicles.

With an urgent need for a robust management platform, that would also form part of its product offering to customers, the company spent a year evaluating different options before choosing **Bynx** as its technology partner.



Luis Cuenca, managing director, Fleet Renting, takes up the story:

“In **Bynx**, we found the SAP of mobility. This is what we present to the market and to our customers and the fact that we're a one-stop solution for them is an attractive choice.”

### **Why Mexico is falling out of love with owning cars**

In terms of fleet leasing and mobility management, Mexico is an emerging market with a relatively young population of some 130 million (20 million in Mexico City itself). It's an important economy, (the 15th largest in the world). But for anyone relying on vehicle transport, the country has issues.

Like many capitals across the world, Mexico City suffers greatly from pollution. In 1992, it was singled out as the most polluted megacity by the World Health Organisation. To address this, the city's administration and the environmental commission implemented two successive programmes. PICCA (translation: Comprehensive Programme Against Air Pollution) was the first and launched in 1990. ProAire came in 1995. The aim of both was to greatly improve air quality.

In 1989 an initiative of 'no drive days' began, which prohibited drivers from using their vehicles one day a week. This was extended to two days a week in 2008 to include Saturdays. This made ownership of vehicles for business purposes more troublesome, less cost-effective and thus, less attractive. If you own an asset and its use is restricted by no drive days, its value to the business is compromised.

Cuenca explains:

“No business owner wants to see an asset they’re paying for sitting in a car park for 48 hours. Our integrated mobility offering gives them other options. The flexibility to only pay for transport when they need it and not when they don’t is compelling.”

No drive days, combined with the higher cost of borrowing to finance fleets, plus the soaring cost of fuel and vehicle duty, vehicle ownership is becoming less attractive to businesses in Mexico.

So, Fleet Renting offers a different approach. Cuenca illustrates this by saying:

“We don’t merely finance the acquisition of vehicles. We’ve identified three different factors that makes mobility more appealing. Firstly, we examine the fundamentals, total cost of ownership versus total cost of mobility. We take all the expenses, costs related to vehicles and mobility and we identify savings.

We help customers manage the ratio between car ownership and mobility alternatives and ensure they can offer both where applicable. Regardless of the cost, when you talk to drivers they want the freedom of mobility 24/7/365.”

### **Fleet Renting’s new mobility offering**

Alongside helping customers optimise their fleet, Fleet Renting offers full service leasing (FSL), service management, fleet management, plus leasing and mobility services. It offers a cross section of vehicles: motorcycles, cars, pickups, LCVs and heavy transport (cargo and passenger) and caters to a diverse range of customers, including corporate, government and individuals.

The designing of the fleet is based on vehicle usage rather than cost. Fleet Renting employs technology and telematics to help customers better plan maintenance and ensure cars are off the road and in the workshop as little as possible. Customers get a reliable and accessible replacement vehicle programme. The company also works with third-parties to provide alternative mobility solutions such as car sharing and ride hailing to help drivers keep moving and address the desire for 24/7/365 mobility.





The **Bynx** mobility platform integrates the whole process. Through a managed service, Fleet Renting (and its customers) get access to the full range of modules, applications, tools and dashboards within the solution without having to host it in house.

### The benefits

Gary Jefferies, sales and marketing director at **Bynx**, explains how Fleet Renting and its customers benefit from the partnership:

“**Bynx** provides a dedicated capability in fleet, vehicle leasing and rental management so Fleet Renting can focus on its core business offering, which is providing customers with optimised and comprehensive mobility alternatives. The way it works saves valuable time, money and resources and our partnership enabled Fleet Renting to be up and running in a short time.”

In summary Cuenca says:

“This is a great opportunity for any company related to automotive finance and it’s always a challenge. I think the journey will be worth it. This is a great time for the Mexican market.”

Fleet Renting has become a new driving force in vehicle and mobility management and **Bynx** is proud to have been chosen as the innovator’s technology partner.

