



# Value is about more than just the monthly rental.

Whole Life Cost is a smarter way of selecting vehicles for your fleet which takes into account all the costs associated with running a vehicle, not just the monthly rental payment.



## **An informed approach to cost reduction.**

Utilising Whole Life Cost provides you with a better understanding of the actual costs associated with the operation of a vehicle over its contract and not simply the monthly rental cost.



## **Seeing the whole picture.**

Whole Life Cost lets you better understand the relative value between different makes and models such as better fuel consumption, insurance, SMR, residual value, lower tax and National Insurance.



## **Decision-making made easier.**

Accurately calculating Whole Life Cost can be a challenge for even the most seasoned fleet professional. Our systems and experience make the adoption of Whole Life Cost simple and straightforward.



# When it comes to cost, the devil is in the detail.

To show the importance of Whole Life Cost, we compared two vehicles over a three year contract hire agreement.

Whilst the Kia Sportage has a lower monthly rental, the Nissan Qashqai's lower CO2 means it's actually cheaper over the lifetime of the contract by more than £2,700.

Multiplied across a typical 50 vehicle fleet, the vehicle with the higher monthly rental would actually save you more than £135,000 over the duration of the contract.

In the comparison below, bold figures represent savings beyond the monthly rental cost.

Element	Kia Sportage	Nissan Qashqai
Combined MPG	52.3	74.3
Emissions	143 g/km	99 g/km
Monthly rental cost	<b>£410</b>	£442
Total rental cost	<b>£15,951</b>	£17,196
Total fuel cost	£7,497	<b>£5,277</b>
Insurance	£1,500	£1,500
National Insurance	£4,401	<b>£3,389</b>
Tax on lease rental restriction	£364	<b>£0</b>
Whole life cost (per month)	£668	<b>£605</b>
Whole life cost (over contract)	£30,113	<b>£27,362</b>

Monthly rental includes maintenance. Total rental cost includes disallowable VAT. Total fuel cost based on combined MPG. Insurance assumes an average yearly cost of £500. Assumes 20% Corporation Tax. Vehicles compared: Kia Sportage Diesel Estate 1.7 CRDi and Nissan Qashqai Diesel Hatch 1.5 dCi Tekna.