

Customer Case Study



Powerfleet Empowers
BAT's Vision for **Safer,
Sustainable Roads and
a Responsible Future**

About Powerfleet

Powerfleet (Nasdaq: AIOT; JSE: PWR; TASE: PWFL) is a global leader in the artificial intelligence of things (AIoT) software-as-a-service (SaaS) mobile asset industry. With more than 30 years of experience, Powerfleet unifies business operations through the ingestion, harmonisation, and integration of data, irrespective of source, and delivers actionable insights to help companies save lives, time, and money. Powerfleet's ethos transcends our data ecosystem and commitment to innovation; our people-centric approach empowers our customers to realise impactful and sustained business improvement. The company is headquartered in New Jersey, United States, with offices around the globe.

Customer

British American Tobacco (BAT)

Regions

Europe, Africa, Latin America, Asia, and Australasia

Industry

Tobacco & other nicotine products manufacturer and supplier

Total Fleet Size

1,867 vehicles (15% of fleet across 16 countries)

Vehicle Types

Light Vehicles, motorbikes, and delivery trucks

Customer Since & Subscription

2016 | Before the Powerfleet and MiX Telematics merger in April 2024, the client used: MiX 4000, MiX DriverMate and MyMiX

Aims

Improve safety and sustainability

Results

Increased operational visibility, reduced speeding, reduced fuel expenditure

Customer Website

www.bat.com

Powerfleet's Solutions Help BAT to Achieve Their **Safety and Sustainability Goals**

Working Towards the Future

British American Tobacco (BAT) have been a longstanding customer and partner of Powerfleet and have been utilising their fleet management solutions since 2016, the year their first vehicles in Saudi Arabia had Powerfleet's technology implemented.

Powerfleet was chosen as the preferred vendor for BAT based on our global footprint and the fact that we could service all the markets in which BAT operate.

BAT has gone on to extend the solution to additional territories to include Spain in 2018 and, more recently, Asia Pacific in 2020.

The initial requirement for telematics was driven by their objectives around improving fleet safety and sustainability.

As a leading multinational company, sustainability is at the heart of the BAT transformation journey as they work towards building A Better Tomorrow™.

The company has ambitious targets to achieve carbon neutrality across their value chain by 2050.

In addition, safety underpins everything that BAT does, with the company aiming for zero accidents across the group.

This has led to comprehensive health and safety programmes being put in place with tailored initiatives identified for high-risk areas.



Implementing Telematics for **Success**

In light of their safety and sustainability goals, BAT chose the MiX 4000 onboard computer, coupled with an in-vehicle driver display that alerts drivers to their driving habits through a system of LED lights and warnings.

With drivers being alerted to their poor driving behaviour, it has led to reduced incidents of harsh acceleration, braking and cornering, and decreased speeding. In turn, this has had a positive impact on fuel usage.

BAT also uses Powerfleet's fleet management app in Spain. They wanted to understand their drivers' driving style and be able to compare that with co-workers. Using this driver performance app allows drivers to be able to see information relevant to them and make positive changes to their driving behaviours, which has resulted in safer and more fuel-efficient driving.



Results

Big Data Leads to Big Results

By partnering with Powerfleet, BAT now has easy access to large amounts of data on a global scale that helps them make informed decisions as to how best to operate their fleet.

Fuel burn and emissions across their 1,867 strong vehicle fleet can now be monitored and measured quickly and easily in a way that wasn't previously possible, assisting BAT to understand exactly how their vehicles are performing and where fuel is being wasted.

Regarding safety improvements, the numbers speak for themselves. Speeding incidents per 100 kilometres driven and the number of harsh braking events have both dropped by 40%. Harsh acceleration events have reduced by 18%.

When you consider that speeding is a contributing factor in 26% of all traffic fatalities*, the above results represent a significant reduction in risk for both BAT drivers and other road users. As a result of the improved driving, BAT has also benefitted from an 8% reduction in the cost of their insurance premium.

*Source: <https://www.nhtsa.gov/risky-driving/speeding>

“Working with Powerfleet has been a key part of BAT’s ESG strategy. The global reach and depth of data enables our markets and business overall, to make strategic decisions to make our fleets safer and more fuel efficient, which lowers both cost and CO². Having a connected fleet through the delivery and design of the solution from Powerfleet, provides us with additional actionable insights about the performance of our fleet that we can use to transform the way it is operated and utilised.”

Diego Campos

Head of Sustainability - LATAM



Fuel Savings
ROI 2.05
over an 18-month period



Speeding Reduced by
40%



Insurance Cost
Reduced by
83%