



Andy Eastlake, CEO,  
Zemo Partnership

## Zemo Partnership's Andy Eastlake

### Never forget the driver

In this 150th special edition of GreenFleet, you can see our commentary (page 21) on how much has changed in terms of road transport decarbonisation (and, mostly, improved) over the 20 or so years that GreenFleet and Zemo have been working in this space.

In writing that piece, I was reminded of our first collaboration when an eager, fresh-faced duo (Jason and Colin) approached a much slimmer me, to help with the first 'GreenFleet Challenge'; a fuel consumption competition around Silverstone race circuit at the very first 'Ride and Drive'. I remember demonstrating the effect of the driver on the performance of three identical diesel Toyota Corollas varying from 20mpg to over 60mpg on the same route (to save Toyota's blushes the 20mpg was a racing driver!)

After multiple 'Challenges' over the years, fast forward to today and the 2023 GreenFleet EV Rally again showed how drivers have to be at the heart of fleet operations and strategies for decarbonisation. The testing technology may have changed (from my hand winding fuel barrels to the sophisticated Webfleet telematics and Paua EV charge cards of today), but the driver is still – and will be for the foreseeable future – central to tackling the decarbonisation challenge.

**FURTHER INFORMATION**

[www.zemo.org.uk](http://www.zemo.org.uk)