

CASE STUDY

Inghams

By carrying out a comprehensive fleet review for customers, Toyota Fleet Management (TFM) can tailor solutions that reduce costs and offer greater vehicle flexibility.



Overview

Inghams Pty Ltd is Australia's largest producer of chicken and stock feed. Following a comprehensive review of their fleet vehicles, Toyota Fleet Management (TFM) was able to provide Inghams with better pricing data and analysis, and ultimately, delivered a range of solutions that reduced Ingham's fleet costs and offered greater vehicle flexibility.



Expertise

Whole-of-life cost analysis delivered greater vehicle choice for Inghams' employees.

Efficiency

Thanks to standardised vehicle and accessory pricing, TFM delivered significant cost savings for Inghams.

Transparency

Upfront about rates, fees and charges, and no mark-up on vehicle management fees.



The Challenge

Established by Walter Ingham in 1918, Inghams Pty Ltd is the largest producer of chicken and turkey products and the largest manufacturer of stockfeed in Australia. They currently have a fleet of approximately 150 vehicles operating nationally – split into executive management, middle management/supervisors and tool-of-trade levels.

A spokesperson for Inghams said the relationship with TFM began following the Global Financial Crisis (GFC) of 2009. “Our previous fleet managers went bankrupt during the GFC and we needed someone to manage the novated leases on our employee’s vehicles,” the spokesperson stated.

Prior to TFM coming on board, Inghams’ vehicle fleet was handled in a less structured fashion by their previous partner. Employees were free to add vehicle options to non-tool-of-trade vehicles that were not strictly required by their business use.

Fleet Sales Manager Sue McLean, described how TFM found Inghams was spending much more than it needed to. “We asked Inghams some hard questions about why in some cases a top-specification 4x4 utility was chosen when a base model 4x2 would have been sufficient, and why vehicles were being fitted with accessories like canopies and tow bars not necessarily required for work purposes,” Ms McLean said.

The Solution

Since unexpectedly needing to find a new fleet management provider, Inghams Pty Ltd has enjoyed more transparent finance quotations, lower vehicle acquisition costs and cheaper, more consistent pricing of vehicle accessories by leveraging TFM’s One Toyota relationships.

“TFM offered us grandfathered leases on the existing novated vehicle fleet to cover budgeted services. As those vehicles have come up for replacement over the last five years we’ve moved the majority to TFM Fully Maintained Operating Leases – an arrangement we are much happier with”

“The discounts available to us are very impressive.”

Key to the success of the relationship with Inghams has been TFM using its in-depth market knowledge and fleet expertise to provide Inghams with better pricing and fleet analysis. TFM also used Inghams’ large Toyota fleet to negotiate a discount arrangement from Toyota Dealers that gives them even more favourable vehicle pricing.

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“The discounts available to us are very impressive and we can tell that TFM has gone out of its way to get the maximum value for us,” the Inghams spokesperson said. “Those discounts, combined with the way TFM undertakes regular reviews of our fleet to find ways to save us money, has really helped get our fleet costs under control!”

TFM was also able to expand the range of vehicles offered to company executives to include a choice of Lexus models under a new Corporate Package. TFM’s McLean says the new arrangement gave Inghams premium-level vehicles at very competitive prices.

“Lexus opened up its Corporate Program to Gold Fleet-level Toyota customers and that allowed us to give Inghams’ management a wider range of company car options to choose from.”

TFM’s customer service, drive to find savings and ability to provide Toyota and Lexus vehicles at attractive rates has strengthened an already solid relationship.

“To us, TFM is about really good communication – they’re always available to us and we never feel like we’re too much trouble to them. If we have any enquiries they are dealt with quickly and promptly. The relationship we have is really good.”

“To us, TFM is about really good communication...”

Plus, it’s a relationship built on trust and transparency. “Inghams understands that we need to make money but we are up front about the interest rates and management fees. And unlike some others, we don’t mark up other services in the Fully Maintained Operating Lease – for example Toyota’s capped price servicing costs remain the same.”



Toyota Fleet Management is one of Australia’s leading fleet management organisations and operates and manages a fleet of almost 100,000 vehicles. Backed by the strength of the worldwide Toyota Group, TFM helps businesses and employees achieve their goals through effective fleet management and financing solutions – personally tailored to ensure company fleets perform at optimum levels. They offer a diverse range of funding and fleet management options across all asset types including passenger vehicles, light commercials, heavy commercials, material handling, and plant and equipment.

To learn more about how Toyota Fleet Management can assist you, visit toyotafleetmanagement.com.au or call 1300 888 870.

