

# Case Study and Report



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**Case Study : Fleet Electrification Readiness**

# Objective

To assess readiness of logistics companies to adopt electric trucks



400 fleet managers across Europe

- Quantitative survey
- 25 qualitative interviews.

# Approach

- Verified via fleet registry databases.
- Screening: minimum 50 trucks under management.
- Duplicate checks via IP/device.

# Quality Control

- Charging infrastructure emerged as key challenge.
- 68% showed interest in leasing model rather than outright purchase.
- Client developed fleet leasing + charging partnership model.

# Outcome

# Get in Touch

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