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Car conscious bosses borrow wheels to boost professional image

Company bosses are willing to spend more than £100 a time on car hire in order to improve their professional image when attending a business meeting, according to new research by RAC Business*.

The survey, carried out among 1,000 small businesses, found that more than half of bosses (52%) have temporarily upgraded their vehicle for an important event, with men more likely than women (60% compared to 44%). Nationally, the average amount company bosses spend on short-term car hire is £102 per hire, while long-term leasing was considered less viable with just one in four

(24%) businesses considering leasing a vehicle for use long term.

Regionally, Londoners came out as the most car conscious with two thirds (67%) of company bosses admitting they would be willing to hire a car for a big meeting. Bosses in the South West were the least concerned, with the same figure (67%) opting for their usual wheels for important meetings. Younger managers aged 25-34 years old were more likely to spend out (58%), compared with drivers aged 55 years and above (28%).

Jenny Powley, Sales Director Corporate Business, RAC Business says:
“Businesses that run vehicles they feel are not up to the job, should consider a long-term leasing option as it will make sense financially over time, as opposed to one-off hire costs on an ad-hoc basis.

“Leasing a car makes good sense for lots of businesses across the country, particularly for those that are on the road a lot and need a vehicle that is reliable and smart.

“The last thing company bosses want to think about when they are trying to make a good impression is unexpected servicing or breakdown costs, which short and long-term hire prevents against.”

In May the RAC announced that RAC Business Club members now have the option to lease vehicles through a vehicle management portal developed by the breakdown and motoring services organisation.

For more information please visit www.rac.co.uk/business

Notes to editors

*Research conducted on 1,000 SME higher managers/decision makers in January 2015.

For more information:

About RAC Business Services

RAC Business Services currently works with circa 21,000 SMEs, who have already been invited to join Business Club free of charge. From now on any new business customer that joins the RAC through breakdown, telematics or our fuel card becomes a member automatically.

RAC Business Club services include:

- Driver/employee record logging
- Fleet vehicle database
- Breakdown product access and administration
- RAC Fuel Card access and administration
- Maintenance and repair booking, schedules and documentation
- Ability to request quotes for other RAC products
- Ability to produce and download customised reports based on the above
- Access to exclusive member discounts through the RAC's automotive partners, including tyres, glass, servicing, MOT, repairs and hire vehicles

Any business taking out breakdown, telematics or the RAC Fuel Card will automatically be registered free into Business Club. For businesses that do not take one of these products, the cost is 50p per month, per fleet vehicle entered onto the system.

In addition to managing RAC breakdown policies online and enabling access to vehicle details, RAC Business Club can also help SME managers and their businesses to benefit from:

An **extensive range** of MI, such as vehicle and driver reports

Increased control by managing vehicles and drivers all in one place

Access to a flexible **product range** to suit all needs, including the RAC Fuel Card and RAC Telematics

24/7 access, enabling managers to view vehicle and driver details when they need them

Servicing and MOTs (RAC Approved Garage Network), Tyres (ATS),

Windscreens (Autoglass) and vehicle hire can also be arranged.

To find out more visit: <http://www.rac.co.uk/business/sme/business-club/>

Contacts



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