

Lightfoot and Acorn Mobility Services

Date: July 2019

Location: West Yorkshire, UK

Industry: Retail

Fleet size: 136

Results:  +12.3% Fuel Saving
 91% Lightfoot Penalty Reduction
 100% Reduction in Dangerous Driving

Acorn Mobility installs Lightfoot across 136 commercial vehicles, achieving a 12.3% fuel saving and enhanced driver safety

West Yorkshire-based Acorn Mobility Services Ltd, the world's leading independent company specialising solely in the manufacture and installation of stairlifts, has announced that it has rolled-out Lightfoot's award-winning in-cab technology and rewards platform across its fleet of 136 commercial vehicles.

Introduced to reduce the company's carbon footprint, fuel use and claims incidence, Lightfoot's driver behaviour technology has already resulted in a miles per gallon saving of 12.3% and a 100% reduction in over speeding among its drivers.

Built to exacting standards at its factories in Yorkshire and Scotland, Acorn Mobility's cutting edge stairlifts are exported to more than 80 countries worldwide, with one being fitted every 8 minutes.

Travelling across the UK and Europe, Acorn Mobility recognises the need to reduce both fuel and emissions within its fleet. Upgrading its fleet to hybrid or electric vehicles was seen as too expensive an undertaking at this point, and so the business wanted another, more immediate solution that would dramatically cut its carbon footprint and fuel bills, whilst enhancing the safety of its drivers.



Having met the team from Lightfoot, Acorn recognised that even the cleanest vehicles will only ever be as efficient as their drivers, and so they set about trialling Lightfoot to see its impact. The results were instantaneous and lasting, convincing the business to adopt Lightfoot across its entire fleet of vans and light commercial vehicles, resulting in an immediate and positive outcome.

Pete Hodgson, UK & European Fleet/Transport Manager for Acorn Mobility Service Ltd, commented:

"Choosing Lightfoot was an absolute no-brainer; there is real beauty in its simplicity. By engaging drivers in a fun and rewarding way, we have seen huge benefits, both to the business and our drivers."

He added:

"Like us, Lightfoot operates at the cutting edge of their industry and share many of the same customer-first values that we do. Working with them has been, and continues to be, a real pleasure"

Lightfoot's Founder and CEO, Mark Roberts, said:

"Acorn Mobility's drivers have really embraced Lightfoot, adopting our inter-league function, which enables drivers from different regions to compete and see who's the most efficient. In the trial phase we saw 81% of drivers hitting our Elite Driver standard and I'm delighted to see the continuing, positive impact that this has had for the business".

Lightfoot's innovative in-cab driver feedback and accompanying driver rewards platform helps drivers achieve greater efficiency from their vehicles, while reducing harmful emissions by up to 20%, at fault accidents by up to 40% and wear and tear costs by 45%.

The pocket-sized dashboard display device uses live engine data to provide drivers with real-time feedback, helping fleets to improve efficiency and safety one mile at a time.



Lightfoot also provides drivers with an accompanying app, giving them full insight into their performance and score, alongside access to exclusive competitions for Elite Drivers, including the newly launched cash-prize Drivers' Lottery, as well as rewards that serve as an incentive to maintain a smoother driving style.

To find out more about how Lightfoot can transform your fleet, visit <https://www.lightfoot.co.uk/>

