

POCKET MORE

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ASDA is one of the largest grocers in the UK, operating over 850 heavy goods vehicles with a significant fuel bill. Working with Dynamon to analyse tyres, ASDA recently tested a change in tyre choice that has the potential to provide a multi-million pound fuel saving in 2019.

Dynamon carried out controlled scientific trials on ASDA trucks to verify the impact tyre choice has on fuel performance. The trials were performed at Millbrook Proving Ground and measured a 17% improvement in MPG changing from ASDA's existing low cost PPK tyres to tyres optimised for fuel performance.

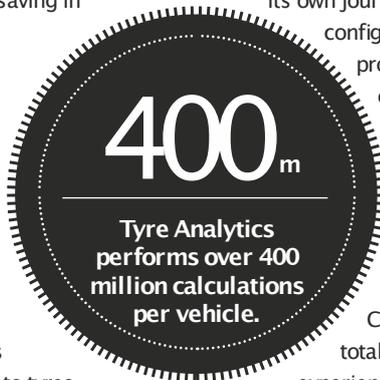
ASDA's fleet was then analysed within Dynamon's Tyre Analytics to calculate the impact this improved tyre choice would have on its real-world fuel bill. Tyre Analytics is a dedicated big data analytics service that can accurately predict fleet specific fuel consumption for different tyre choices. Tyre

Analytics utilises existing fleet telematics data, high-resolution terrain data, weather data, exact vehicle-by-vehicle configurations, and a database of independently verified tyre rolling resistance data. To achieve accurate fuel consumption predictions, it performs over 400 million calculations per vehicle on this data and utilises state-of-the-art cloud computing infrastructure.

FLEET RUNNING COSTS

The results from the ASDA trial proved that choosing tyres based on total-cost-of-ownership rather than relying solely on the PPK value, can significantly reduce fleet running costs. In this instance, by many millions of pounds.

Dynamon's CEO, Angus Webb, states that "...the findings we produce vary significantly between fleets. Each fleet is unique, with its own journeys, vehicle types and configurations. Many manufacturers provide tyres that are the right choice, in the right set of circumstances. Cost savings are made by ensuring the tyres chosen for a group of vehicles are right for those vehicles, their needs, and their specific journeys. Calculating the real-world total cost of ownership a fleet will experience requires a complex analysis of many fleet-specific data parameters. Our Tyre Analytics carries out billions of calculations for each fleet to generate accurate total cost of ownership data for a range of tyre choices, enabling them to make the best purchasing decisions. The detail of doing these calculations accurately can and does have millions of pounds worth of difference."



WHAT'S NEW ABOUT THIS APPROACH TO FUEL SAVING?

Dynamon says its approach to identifying fuel saving opportunities from analytics is completely unique. Tyre Analytics is the only service showing fleets why their fuel bill is what it is, and how it can be reduced. Tyre Analytics pre-processes a range of "what-if" scenarios providing accurate, real-world, fleet specific fuel saving predictions for a range of independently tested tyres. This enables fleets to make the optimum tyre purchase to minimise total cost of ownership.

Dynamon originally started in the University of Southampton Engineering Department, where its analytics approach was developed to identify performance improvements for Team GB. Today, the same principles are used by Tyre Analytics to help major logistics providers across the UK to reduce costs and emissions. In the case of ASDA, the combination of the scientific trial at Millbrook and Dynamon's Tyre Analytics generated the knowledge required to make significant cost savings from improved tyre choice. ■

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