

# Unlocking seamless journeys across Europe

Your Guide to the European Electronic  
Tolling Service (EETS) Directive



# Driving business efficiency with simplified tolling across Europe

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The world is changing at a rapid pace. We are experiencing unprecedented times in our history, as we navigate the global impact of the recent COVID-19 virus spread on our daily lives, our families, communities and businesses.

With increased consumer demand for deliveries at home and a high dependence on keeping our grocery stores and pharmacies restocked, many fleets are operating at maximum capacity. Conversely, fleets servicing other industries like the automotive industry, are facing tough times.

There's never been a more important time for fleet managers to look at how they can drive maximum efficiency, save money and stay ahead of the game – especially during this time of economic uncertainty. Whether it's implementing a simplified tolling solution or investing in the right technology to reduce admin, cut costs and give drivers peace of mind, the time is now to explore all options.

## A simplified tolling solution to improve efficiency and reduce costs

Today, one of the key challenges for European fleets is navigating the complex and often confusing tolling system. With more than 100 different road tolls in 30 countries

1. <https://www.shell.com/business-customers/shell-fleet-solutions/driven-by-data.html>

with national road charging schemes, this can be costly and a time drain for many fleet managers and drivers. The European Electronic Tolling Service (EETS), governed by a dedicated European Commission Directive, aims to simplify tolling through road network interoperability.

Finding the right solution and partner is key to ensuring you meet your efficiency goals. Consider the number of on-board units (OBUs) that differ by toll road provider. The right partner should have the coverage that can meet your geographical needs – cutting out the complexity and cost by only matching your business with the OBUs you need. Shell's experience in toll payment solutions and strong relationships with toll providers enables us to offer customers the widest coverage in Europe, across 27 countries and counting.

A seamless and automated toll payment service can also reduce the risk of fines and enable drivers to avoid queues at toll plazas – giving them more time to concentrate on the road.

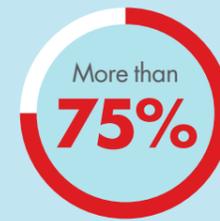
## Ready for the future fleet of Europe

As we move into a data-driven era of fleet management, operators that will succeed are those that embrace and adopt an integrated and scalable approach to the collection, management and use of data. With the developments in toll management across Europe, fleet managers have the opportunity to integrate other technologies, including telematics and fleet management platforms to gain benefits and remain competitive. The fleets which use this integrated data effectively will see benefits ranging from a 10-15% increase in productivity to a reduction in fuel costs of anything up to 25%.<sup>1</sup> Benefits that are very much welcomed in today's challenging economic landscape.

To take advantage of this type of integration, fleets need to make sure they work with an experienced partner. One that understands the complexities of fleet management, the technical expertise to integrate data across solutions and can provide a futureproof solution. An integrated fleet solution such as Shell's that provides a single platform for tolling, tracking and fuel services – can help to streamline and ensure easy access to the data that matters.

With tolling regulation and fleet technologies constantly evolving, the key to success in driving business efficiency is working with a viable long-term fleet solution partner that's ready to adapt to any and all developments – whatever the future brings.

# NAVIGATING CROSS-BORDER TOLLS IN EUROPE



of Europe's inland freight transport travels by road navigating toll systems that can be **costly, complex and confusing**<sup>1</sup>.

- Distance and time-based tolls
- Toll charge fluctuations make budgeting and planning difficult
- Multiple On-Board Units (OBU) depending on provider

## THE EUROPEAN ELECTRONIC TOLLING SERVICE (EETS) AIMS TO SIMPLIFY TOLLING



Harmonised and interoperable EU wide toll system



Simplified toll payments with fewer OBUs



Reduced costs and administration

## WHAT CAN SHELL'S TAILORED TOLLING BRING TO YOUR FLEET?

### Reduce admin time and save money with a convenient, integrated system

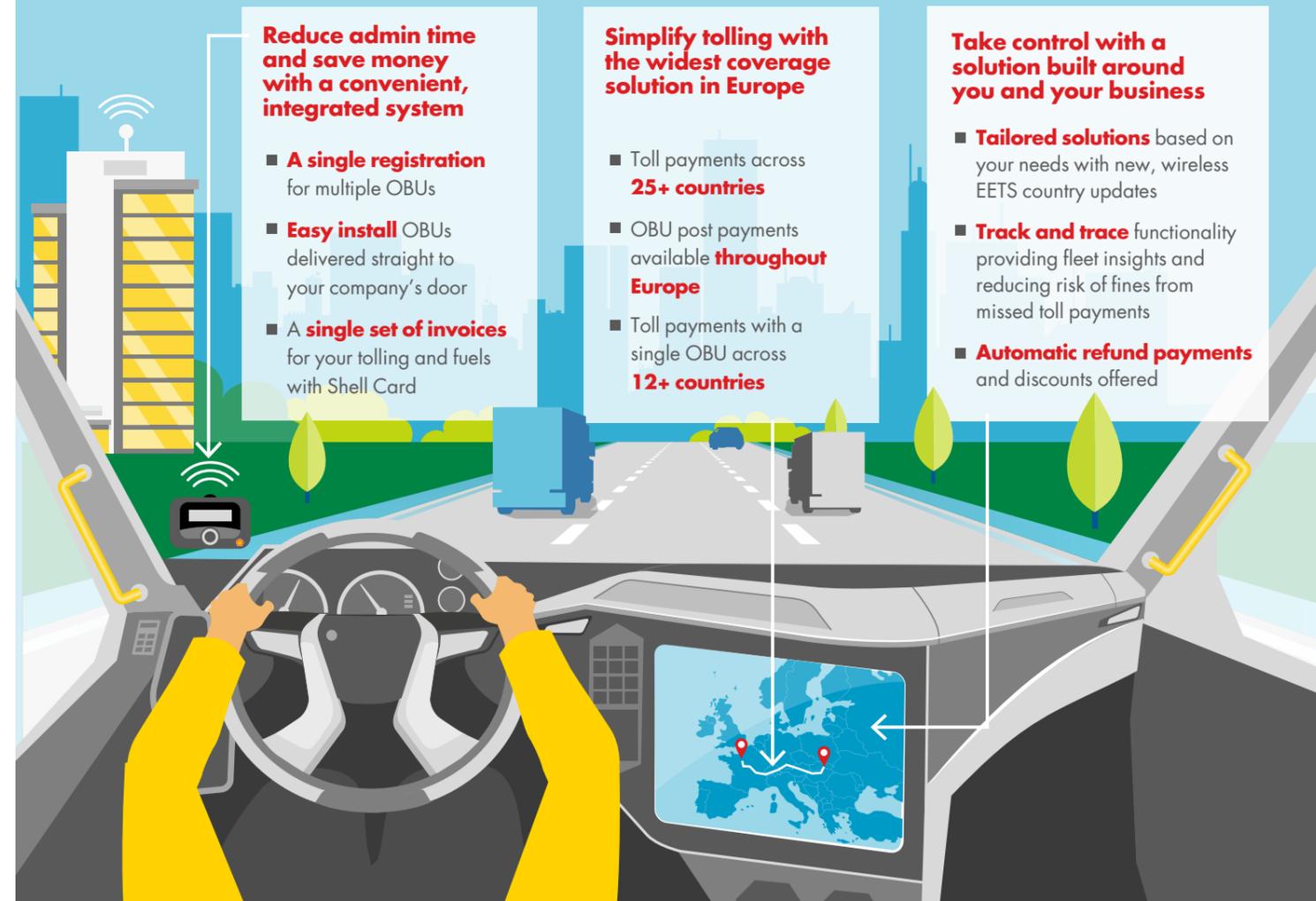
- **A single registration** for multiple OBUs
- **Easy install** OBUs delivered straight to your company's door
- **A single set of invoices** for your tolling and fuels with Shell Card

### Simplify tolling with the widest coverage solution in Europe

- Toll payments across **25+ countries**
- OBU post payments available **throughout Europe**
- Toll payments with a single OBU across **12+ countries**

### Take control with a solution built around you and your business

- **Tailored solutions** based on your needs with new, wireless EETS country updates
- **Track and trace** functionality providing fleet insights and reducing risk of fines from missed toll payments
- **Automatic refund payments** and discounts offered



## A FUTURE-PROOF SERVICE FROM A PARTNER YOU CAN TRUST<sup>2</sup>

With over 30 years' experience in toll payment technology and strong relationships with major toll providers, we ensure that the Shell tolling solution will evolve with the EETS market and your own needs.

1. Freight Transport Statistics, Eurostat, June 2019  
2. Information herein is accurate, complete amid periodic modification to publications.

# Top 5 things you need to know about EETS

Tolls are required on over 110,000 km of motorway across Europe. With more than 75% of the EU's inland freight travelling by road<sup>2</sup>, navigating tolls should be a seamless experience for Europe's drivers, right?

Unfortunately not. Cross-border tolling can be complex, costly and confusing for many fleet managers and drivers who have to navigate over 100 different toll roads across Europe. From distance versus time-based tolls, to weight restrictions and fluctuations in payments, drivers are often lumbered with several different on-board units (OBUs) on their dashboard and managing them can be both costly and time-consuming.

The European Electronic Tolling Service (EETS), governed by a dedicated European Commission Directive, aims to simplify tolling by ensuring interoperability across the EU road network. Plans for a single solution across all EU member states will take time to implement, but tailored tolling solutions already exist, and fleet managers can start taking advantage today.

In times of economic uncertainty, such as these, it is even more important for fleet managers to optimise operations by finding efficiencies and ensuring the business is not incurring any unnecessary additional costs, such as road toll penalties. A tailored, automated tolling solution can help.

1

## There's no one size fits all solution

Managing a fleet that travels across borders can be challenging. You could have several vehicles with very different requirements and routes in Europe. To ensure you're implementing a solution that improves your operations, reduces costs and gives your drivers peace of mind, it's important that you work with a partner that offers a flexible and tailored service.

Shell Fleet Solutions takes a consultative approach and will propose the best partner-agnostic solution to meet your specific needs. All you need to do is contact us with your requirements and with a full understanding of your fleet's operational and commercial needs. We'll not only provide you with a tailored solution that suits currently, but also offer future guidance when the market or your needs changes.

2

## You don't *actually* need lots of OBUs

OBUs differ by toll road provider, regulations and technology. But despite all the complexity, there are solutions today that can simplify your journey, whether it's finding one OBU that meets your geographical needs or taking the pain out of having to register with multiple providers in different currencies and languages.

When considering a tolling provider, coverage is key. It's essential that you review your fleet's geographical needs to ensure you are matched with the lowest number of OBUs for your vehicle. Shell's European tolling solution offers the widest coverage in Europe, across 25+ countries and counting, and includes a single easy-to-install Shell EETS Box for toll payment across 12+ countries depending on your needs. With over-the-air updates, you can also add new countries to your existing OBU quickly and easily.

3

## You should only need to register **ONCE**

Typically, when signing a vehicle up for a new OBU, you're required to send vehicle registration data, collect the unit, and pay transit and set up fees to the toll charging authority. Repeating this process with every authority you need to deal with could hugely increase your administrative burden.

This long process is something that could be managed for you by your solution partner. Shell's European tolling solution handles all your tolling needs with one simple service. Customers simply call our toll experts or register online via the Shell eRoad Services portal and we'll analyse the information to propose the best toll solution to meet your needs. Once approved, the OBU will be delivered to your door.

4

## You can streamline your tolling admin

It's clear that one of the biggest consequences of Europe's vast and complex tolling system is the additional costs and administrative pressure that it generates for fleet managers. Tolling charge and regulatory changes can often result in hidden costs and extra admin time, which could be better spent supporting your fleet elsewhere, particularly during times of economic uncertainty.

It's important that you find a tolling partner that can absorb this administrative burden. With Shell Fleet Solutions, simplicity, clarity and security are at the heart of our European tolling offering. Customers have access to a single data management platform, making it easier to keep track of things like toll charges, toll discounts, fuel spend and refunds. In addition, a single set of invoices, in your own currency and covering all toll domains, streamlines the process and gives you full control in one integrated fleet solution.

5

## Getting it right can futureproof your business

It can be difficult to see where you could be generating efficiencies whilst trying to meet all the different European tolling requirements. Therefore, it's important to identify the right tolling partner with the knowledge, expertise and well-established network to support you.

Shell has over 30 years' experience in toll payment solutions, and our dedicated team are always on hand to support you as the needs of your fleet evolve.

As European tolling continues to evolve, our strong relationships with toll providers mean you can rest assured that we provide a futureproof solution, ready to adapt to any and all developments, whether technological or regulatory.

## Transform your toll set-up today

Talk to our team about how our solution can simplify life for you and your drivers.

[www.shell.com/fleetsolutions](http://www.shell.com/fleetsolutions)

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