

SUCCESS STORIES

Powerful ideas. Amazing results.™

PHH

Infinity Insurance:

First climate neutral fleet in insurance industry

About Infinity Insurance

Infinity Insurance is a leading, non-standard personal auto insurer based in Birmingham, Alabama. Its growth is targeted to urban areas around the United States with a special focus on Southern California.

The company's fleet consists of approximately 450 vehicles driven by claims adjusters, fraud investigators, and business development personnel.

About PHH

PHH provides outsourced fleet management solutions to corporate clients, including nearly one-third of the Fortune 100. A leader in environmental initiatives, PHH has worked with Environmental Defense to create the PHH GreenFleet program.

About Environmental Defense

A leading national non-profit organization, Environmental Defense represents more than 400,000 members. Since 1967, the organization has linked science, economics, law, and innovative private-sector partnerships to create breakthrough solutions to the most serious environmental problems.

The Challenge

In 2006, the CFO of Infinity Insurance challenged his organization to reduce its environmental footprint. In addition to being "the right thing to do," Infinity felt it would increase efficiency and boost its image in the marketplace.

The company immediately launched a recycling program for paper, bottles, cans, toner cartridges, cell phones, and used office furniture and equipment.

But Infinity wondered if it could do more.

The Solution

At an annual business review, PHH and Environmental Defense presented Infinity with the idea of participating in PHH GreenFleet. The company jumped on the opportunity to reduce the carbon footprint of its vehicle fleet and add to its success in reducing its environmental impact. From the start, the Infinity made the decision to make its fleet "climate neutral."

The success

Infinity's fleet consisted predominantly of Jeep Liberty SUVs, which have high visibility in the company's marketing efforts. They are decaled with corporate information and are used as moving billboards and featured in the company's advertisements.

Infinity worked with PHH and Environmental Defense to evaluate its current fleet, and soon thereafter began replacing the Jeep Liberty with the Jeep Compass 2WD, a compact SUV that still meets the company's safety requirements and the business needs of Infinity's drivers. In an unusual move, Infinity replaced its entire fleet within one selector cycle.

The result: By making this selector change, Infinity has improved its fuel economy 25 percent, reduced greenhouse gas emissions by 20 percent, saved hundreds of thousands of dollars in fuel and maintenance expenses, and generated excellent media coverage of its green initiative.

In addition to the change to a greener vehicle, Infinity executives decided to go the extra step and make the fleet "climate neutral." Using a small portion of the savings achieved through switching to the Jeep Compass, Infinity purchased greenhouse gas offsets for the remaining emissions from the fleet before the new vehicles hit the road in 2007. The offsets were purchased from a project in California that reduces methane

Success Stories from PHH Arval

emissions from local dairy farms. As a result, Infinity Insurance was the first insurance company in the U.S. to make its fleet climate neutral.