



# Jaguar Land Rover uses zeelo to reduce congestion and take over 300 cars out of their parking lot



**420**

regular riders swapping their cars for Zeelo

**1300+**

unique riders have used the service

**44%**

reconsider owning a car after using Zeelo

With over 5000 employees at their Gaydon site, JLR had not only a problem of parking space, but also increasing congestion in and around the site. There was growing pressure from employees and the local council to reduce congestion.

## What we did

Our initial analysis found the following problems; limited parking, congestion, growing parking costs and employee stress from lateness. Using our algorithm we identified a route and several pick-ups in Leamington and Whitnash within a 10min walk from their homes. Our research saw the need to add WiFi to the coaches so that employees could catch up on emails or even Netflix and arrive at work relaxed and ready for the day.

### Company

Jaguar Land Rover is a British multinational automotive company with its headquarters in the Midlands

### Location

Gaydon - Midlands, UK

### Type

Home to Work commuter service

## Challenges

JLR wanted to tackle the congestion and parking issues as well as make considerable savings on parking costs. With the intake of regular graduates, the problem was only increasing. We had to act quickly.

With security extremely strict at the JLR site, we had to ensure our drivers had all the credentials, including checking passenger ID badges.

As our Promotion teams were not allowed to operate inside the site, we had to get creative with our communication strategies (marketing case study available).

## How our service helped

JLR employees could easily book and manage passes via our app and website. Passengers were dropped off right outside their office front door, which help save them an extra 20min a day, instead of walking from the car park and queuing for security check.

Our drivers have security clearance and able to verify employee credentials on boarding a Zeelo.

We captured 58% of the employees living in a 10min walk radius from our stops.

## Return on Investment and Future Plans

Zeelo have removed hundreds of cars from JLR's car park and helped them save thousands of pounds by not having to build new parking spaces. Employees feel happier and more relaxed thanks to a service taking the pain of driving and parking away.

Zeelo and JLR are looking at tackling similar problems at other sites around the Midlands.

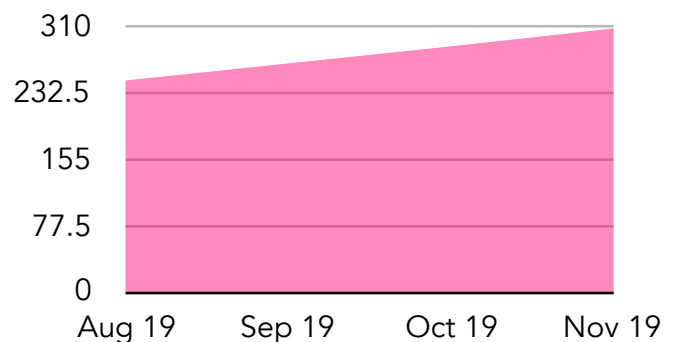
### Service

1 personalised route to JLR Gaydon Office

8 pick-up locations and 10 service times

98% on time

### 25% increase in daily ridership within 3 months



Get in touch for a free consultation to see how zeelo could help your business.  
[sales@zeelo.co](mailto:sales@zeelo.co)