KELLANOVA FLEET CASE STUDY

Cutting Vehicle Move Time Nearly in Half

A nationwide fleet, 50 new hires and a practical question: How do you put the right vehicle in the right place before you know exactly who will drive it?

450	50	21 → 11	≈ 48%
sales vehicles	new hires supported	average move days	faster average moves

"Their attentiveness to our needs is definitely top-notch. Their responsiveness lately has been great."

— Ron Santos, Senior Manager, Retail Strategy

The customer

Kellanova's legacy sales organization has about 450 passenger vehicles and midsize SUVs on the road across the country. They are working vehicles, used by field representatives who call on retailers every day. The largest concentrations are where you would expect them: California, Texas, New York and Illinois.

Fleet is only part of Ron Santos' job. As Senior Manager, Retail Strategy, he spends most of his time helping Kellanova's sales teams improve how they work in the field. He and Fleet Manager Dominic DeMaria oversee the fleet with support from Wheels, the company's fleet management company. Wheels, in turn, works with PARS on many of Kellanova's vehicle moves.

The assignment was simple. The logistics were not.



One of the biggest tests came when Kellanova prepared to hire roughly 50 sales representatives around the country. Leadership wanted the vehicles ready before the new people arrived. The problem was that many of those people had not yet been hired, so no one knew their exact home locations.

Santos asked the business for the best information it could provide. How many positions would be in New York? How many in California or Texas? And where, generally, within those states? That gave the fleet team enough to order vehicles and send them to dealerships near the expected territories.

It was a sensible plan, but geography has a way of complicating things. Five vehicles might be sent to a dealership in Dallas, while the people eventually hired could live hours away. Putting a new employee in an Uber for a three-hour trip to pick up a company car was not a reasonable answer.

That is where PARS came in

As names and addresses became known, PARS helped close the distance between the dealership and the new representative. The instruction could be as straightforward as Santos described it in the interview: pick up this car at this dealership and take it to this person.

There was plenty of juggling as locations and assignments changed, but Santos said PARS helped keep the work organized and moving. More important, the PARS team learned why the moves mattered. In a retail sales organization, a vehicle is not simply an asset being relocated. It is one of the tools a representative needs to begin working.



- **For everyday moves,** Kellanova has a regular contact who knows the account and can handle the normal flow of work.
- **When timing matters,** PARS compares driveaway and haulaway options so DeMaria can judge the added cost against the time saved.
- **When a situation becomes sensitive,** the issue can be escalated quickly to people who already understand Kellanova's business.
- **When a vehicle must be recovered immediately,** PARS can arrange a tow or specialized recovery instead of trying to force a conventional move.
- **Throughout the process,** the PARS portal shows pending and completed moves, vehicles in storage and registration timing. Pickup and delivery condition reports include the photographs the fleet team needs.

More options through RPM

Kellanova traditionally used driveaway service because haulaway could cost considerably more. Santos said that gap has narrowed since PARS became part of RPM. In some recent comparisons, haulaway was only a few hundred dollars more. At that difference, it becomes a realistic choice when it can get a vehicle where it needs to go sooner.

The point is not that haulaway is always better. It is that DeMaria now has a useful choice. He can compare the price and timing of both methods and make the call based on the circumstances.

The number that matters: 21 days became 11

When Santos first began looking closely at the work, Kellanova's average move took about 21 days. It is now about 11 days, an improvement of roughly 48%. He traces much of that progress to the past eight to ten months, as the current PARS team settled into its roles, learned the account and became more responsive.

TEN FEWER DAYS CAN MEAN TEN FEWER RENTAL DAYS

If a new representative's assigned vehicle is still sitting in another state, Kellanova has to put that person in a temporary rental. Cutting ten days from the average move can also cut as many as ten days from an expensive rental.

Santos is careful not to describe the change simply as spending more or spending less. His point is that Kellanova is getting more value from the money it spends.

What those ten days mean

- **New representatives get to work sooner.** The goal is to have a vehicle ready on the first day or, at worst, within the first week.
- **Fewer days are spent in rental vehicles.** That is a direct cost Kellanova can avoid when the assigned vehicle arrives sooner.
- **The fleet manager can make a better call.** Driveaway and haulaway pricing and timing are compared before the move is assigned.
- **The small internal team can see what is happening.** Move status, storage information, registration dates, condition reports and photographs are available in one place.
- **Urgent problems do not start with a cold call.** Kellanova reaches people who know the account and understand why a vehicle may need to be recovered that day.

A partnership built around responsiveness

For Santos, the relationship improved when the PARS team stopped treating Kellanova's work as a series of isolated orders and asked more questions about the business behind them. What kinds of situations come up? What does the sales team need? What makes one move routine and another one urgent?

"They really took the time to sit down with us and understand what we need, what we do, and what's important to us. Once they understood that, they could come up with the solution."

The questions paid off. The account team now understands the normal work, and it also knows how to respond when an employee leaves with little notice, abandons a vehicle in a parking lot or refuses to cooperate with its return. In those moments, Santos does not need a generic status update. He needs to know what can be done and how quickly.

He said the response usually comes in less than 24 hours, and that waiting a full day would be unusual. As Kellanova's legacy fleet moves toward further integration with Mars, that combination of responsiveness, visibility and practical transportation choices gives its small fleet team something it values: fewer surprises and more confidence that the vehicle will get where it needs to go.

At a glance

Customer	Kellanova legacy sales organization, now part of Mars
Fleet	Approximately 450 passenger vehicles and midsize SUVs nationwide
Need	Flexible vehicle deployment, transfers, recovery, storage visibility, and faster new-hire readiness
Solution	PARS driveaway and haulaway coordination, supported by RPM capacity and options; portal visibility, condition reporting, and escalation support
Impact	Average move time reduced from about 21 days to about 11 days, improving readiness and helping avoid temporary-rental expense

Driveaway. Haulaway. Storage. Make-ready. One responsive fleet transport partner.