SUMITOMO FLEET CASE STUDY

Making Fleet Transport Easier to Manage

A 450-person sales organization, a steady flow of vehicle moves, and a fleet manager who needs answers without chasing them

~450	~30	3	Weeks
U.S. sales employees	expatriate drivers	automatic status alerts	saved on select moves

"PARS is my saving grace. It's easy to get the order in, and it's easy to see what's going on."

— Theresa Belding, Senior Manager, Fleet

The customer

Sumitomo's U.S. pharmaceutical sales organization has about 450 field employees. The company also provides vehicles for about 30 employees from its Japanese parent who come to the United States for assignments that may last from a few months to several years.

Theresa Belding joined Sumitomo as Senior Manager, Fleet, in March 2026, but she is hardly new to fleet. She has managed vehicles across several companies, suppliers, and industry changes. Long before online portals and automated alerts, she was typing vehicle-move orders and faxing them to driveaway companies.

The real problem was not placing an order

When Belding arrived at Sumitomo, routine fleet work was taking too long or stalling. Registration renewals were not always completed. Vehicles could sit at dealerships for months while drivers waited for someone to arrange pickup. Old vehicles were not collected promptly when replacements arrived.

Additionally, PARS' reports of a missing fuel card, vehicle damage, an expired registration, or a car that needed cleaning we not being responded to in a timely manner. Without a timely decision on what to fix and what to deliver as-is, the move could remain on hold.

Belding responded by taking much of the work back into her own hands: assigning vehicles, placing PARS orders, arranging pickups, ordering fuel cards, and handling the fleet side of employee terminations. To make it workable, she needed a transportation partner she could reach directly and a system that showed her what was happening.

Why PARS became her “saving grace”

PARS gives Belding direct access to the ordering system. For Belding, placing orders directly with PARS is the quickest and most reliable method.

Just as important, Sumitomo has a designated PARS account contact. The work is not dropped into a general pool where responsibility can become unclear. Routine questions have an owner, and unusual situations have someone who already knows the account.

- **Orders have a clear owner.** Sumitomo works with a PARS contact who knows the account rather than relying on an anonymous service queue.
- **Belding can act directly.** She has system access and can place a move herself if waiting would slow the process.
- **Exceptions surface early.** Expired registrations, missing items, damage, and vehicle condition are reported before delivery.
- **Urgent pickups follow a different path.** PARS can move a vehicle quickly to a safe location when it must be recovered from a terminated employee.
- **The team can change the method.** If driveaway capacity is tight, PARS can recommend an RPM haulaway option rather than letting the move stall.

More options through RPM

Driveaway remains useful for many Sumitomo moves, especially when a vehicle requires personal pickup and delivery. But PARS can now draw on RPM’s haulaway resources when a vehicle is crossing the country, driver availability is limited, or speed matters more than the added services that come with driveaway.

Sometimes the PARS account contact will recommend putting the vehicle on a truck rather than waiting for a driveaway driver. Belding can clearly explain the tradeoff: the employee may need to handle detailing or a final service after delivery, but the vehicle could arrive weeks sooner.

Information she can use without hunting for it

Belding calls the PARS website “fantastic.” Over the years, she has watched the system add more required photographs, stronger condition reports, and easier access to the facts a fleet manager needs to decide what happens next

THE INFORMATION COMES TO HER

PARS alerts Belding when an order is received, scheduled and delivered. As she put it, she does not have to go searching for status because the system delivers it to her.

If a registration has expired, the team can address it before delivery. If a vehicle is unusually dirty or has a cracked windshield, Belding can decide whether it needs attention first. She is working from photos and documented conditions rather than learning about the problem after the driver receives the car.

What direct visibility changes

- **Orders can be entered sooner.** Belding does not have to wait for someone else to complete the basic administrative step.
- **Decisions can be made before delivery.** Photographs and condition reports indicate whether a vehicle needs registration work, cleaning, or repair.
- **Employees receive realistic expectations.** Belding can explain whether a truck move will arrive sooner and what the driver may need to handle afterward.
- **Status updates for her.** Automatic notices confirm that the order was received, scheduled, and delivered.
- **Accountability remains visible.** When a move is delayed or an unusual issue arises, there is a person at PARS who knows the history and can help resolve it.

A strong relationship, with continuous search to improve

Belding believes the PARS relationship is strong. She candidly admits, however, that she will always seek to shorten order-to-delivery times and improve other key fleet performance metrics. Having been in her role for just a few months, she needs more data to determine best-in-class performance metrics and is confident PARS will support her in that effort.

> ***"The relationship is strong. PARS is just easy to deal with."***

Driver availability can be a constraint in some markets. What helps is having an account contact who recognizes the problem and can suggest an alternative, such as a truck move, rather than letting the order sit without explanation.

For a fleet manager with decades of experience, "easy" is not a throwaway compliment. It means she can place the order, see its condition, know its status, and reach the person accountable for moving it forward. That gives Belding more control over Sumitomo's fleet work and more confidence when the next exception appears.

At a glance

Customer	Sumitomo's U.S. pharmaceutical sales organization
Fleet	Vehicle program supporting roughly 450 sales employees and about 30 expatriate assignees
Need	Faster administration, clearer accountability, direct order access and better visibility into vehicle condition and move status
Solution	PARS driveaway, direct system access, a named account contact and detailed condition reporting, supported by RPM haulaway capacity
Impact	Easier order placement and tracking, earlier exception decisions and a haulaway alternative that can shorten selected moves by weeks

PARS + RPM

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