OPERATIONS & MARGIN BRIEFING · 2026

From Fuel Expense to Operating Advantage

How turnkey fleet electrification turns your single largest controllable cost into protected margin, and a new line of revenue.

Presented by **Marissa Campbell, Co-Founder** · Mitra EV · www.mitra-ev.com

MITRA EV

The companies that win don’t just track costs, they engineer them

For fleet-based businesses, delivery, restoration, plumbing, HVAC fuel typically runs **8–15% of total operating expense**, usually the single largest controllable variable cost on the P&L.

How the largest fleets think about it:

- Treat fuel & maintenance as variable costs that scale with inefficiency, not fixed line items
- Measure cost-to-serve and asset-utilization for every truck, tool, and crew
- Pull two repeatable levers: route optimization and fleet electrification

8–15%

of total operating expense is fuel for a typical service fleet

Reviewed after the month closes by most owners, engineered before it by the best.

Fuel is the biggest controllable cost most owners react to instead of manage, and it’s the first lever the largest fleets pull on purpose.

For most owners, the fuel bill isn’t a strategy… it’s a surprise

Where the owner’s time really goes:

- Firefighting daily operations
- Hiring & scheduling crews
- Chasing payments
- Equipment & vendor issues
- Large projects, sales & marketing

Working IN the business leaves no time to work ON it. The P&L gets reviewed after the fact, scanned for red flags, never worked for biggest costs, places to save, or areas to grow.

> *“We could probably buy five brand-new electric vehicles with the cost of fuel we pay. I think it’s close to half a million dollars a year — and it just goes up…”*
>
> — Class 2b–6 fleet owner, DOE-funded SMB study, 2025

You don’t have a fuel problem, you have an unmanaged cost center hiding in plain sight.
The owners who work it on purpose convert it into capacity to grow.

The fleets best positioned to electrify are already parked in your yard

DOE-funded study (Clean Cities coalitions, fielded by ReconMR): light- to medium-duty **Class 2b–6 home-services fleets** across CA, CO, GA & OH — ~293 surveyed, 24 owner interviews.

58%

already operate at least one EV

74% in California

70%

of fleets drive under 150 miles per day

well within EV range

73%

own their commercial property

control of the site

75%

park their fleet on-site overnight

ideal for depot charging

The duty cycles, the property, and the overnight parking that make electrification work already exist, the readiness gap isn’t operational, it’s informational.

Four barriers stop fleets from acting, none of them is the vehicle

Charging infrastructure

Too few public stations to support a fleet transitioning at scale.

High upfront cost

EV purchase prices sit above comparable gas vehicles — a real capital ask.

Range anxiety

Concern that vehicles won’t complete daily routes drives resistance to adopt.

Operational disruption

Transitioning a fleet pulls focus away from running the day-to-day business.

Every barrier is a capital, a risk, or a complexity problem, not a vehicle problem.
Remove those three and the cost math becomes the easy part.

Two weeks. One van. An 83% cut in fuel cost, with zero change to the workday

Pilot: a Chico, CA HVAC contractor ran a, two-week trial of the BrightDrop 600 on real service routes, charging overnight on a standard Level 2 charger at the shop.

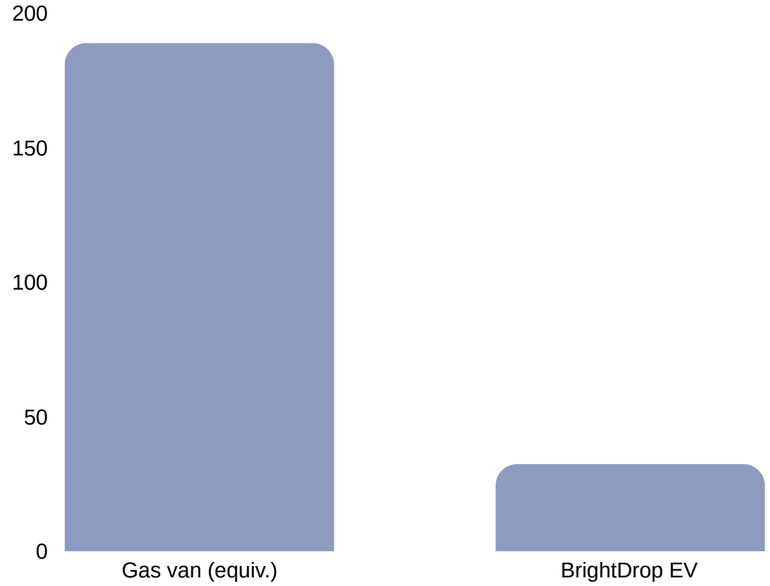
83% **lower cost to “fuel” the van over the two-week pilot**

$189 → $32 gas vs. electricity, two weeks

$0.49 → $0.08 / mi fuel cost per mile

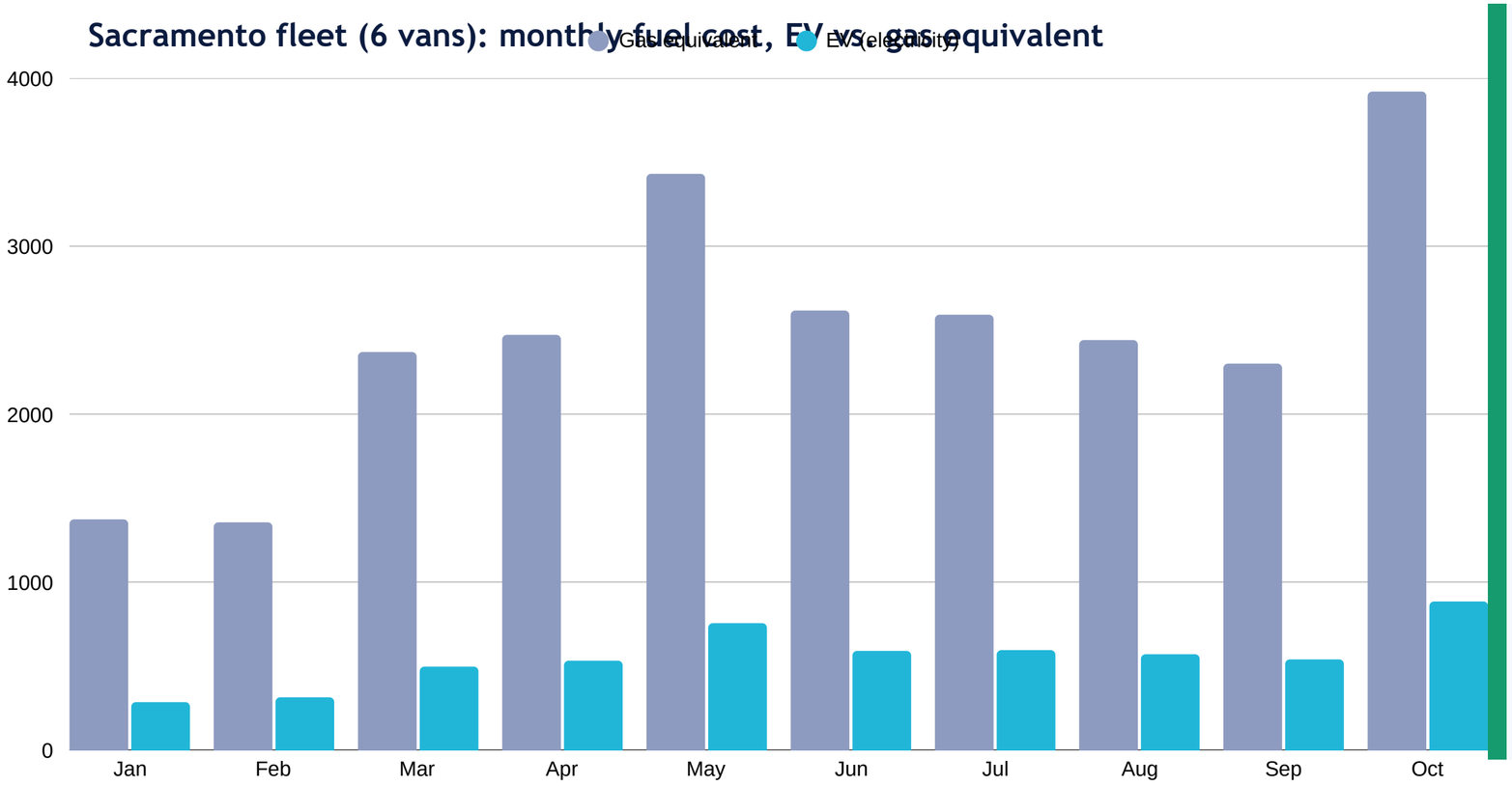
54 trips · 384 miles · 11 driving days
Ranged north to Redding (~70 mi) and south toward Sacramento — then came home to charge. 672 lbs of CO_2 avoided.

Fuel cost over the 2-week pilot



The two objections skeptics raise range and charging which never materialized.
What remained was a six-to-one fuel-cost advantage the GM/Owner saw with his own eyes.

The savings aren’t a one-off, they compound every mile and every month



What the data shows

60–75% lower fuel cost than gas, consistently — across both customers

$2,200+ average fuel savings per month for the 6-van fleet

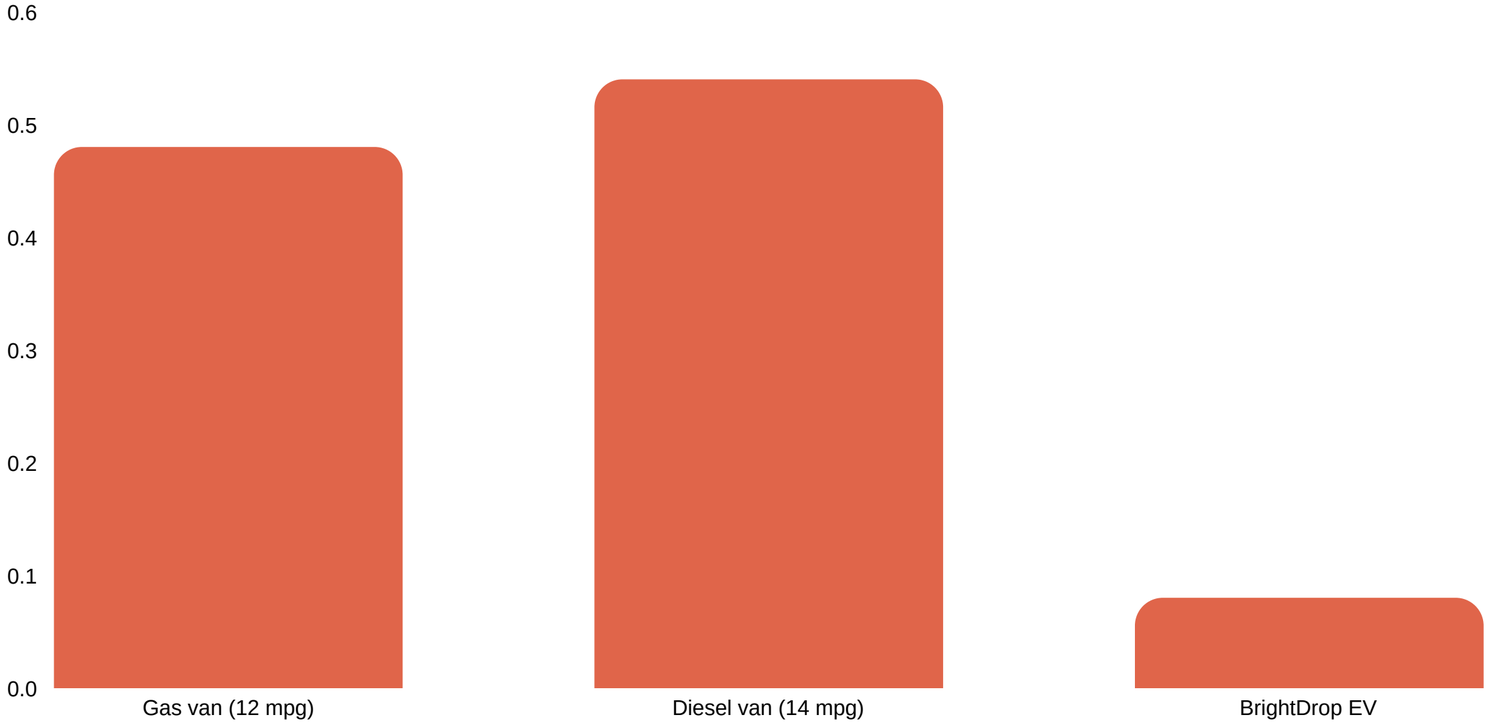
$3,037 saved in October alone, the highest-mileage month

A second fleet scaled 1 → 7 vans and saw savings rise right alongside mileage.

Electrification scales faster than your fleet does, every truck you add and every mile you drive widens the gap in your favor.

Gas is a price you take; electricity is a cost you control

Cost to move one mile in a service van (2026 California pricing):



The 2026 backdrop

~$5.80 /gal
California regular average

~$7.55 /gal
Sacramento diesel

~$4.39 /gal
U.S. national average — CA pays $1.40+ more

~$0.13-0.15 /kWh
commercial electricity — stable & contractable

Every month on liquid fuel, you rent your margin to a price you can’t forecast, electrification converts that liability into a budgetable line you control.

Best-in-class vehicles with more payload, real range, lower cost per mile

This isn’t a compromise and unlocks saving and safety a gas truck never will.

Mitra removes the capital, the risk, and the complexity, in one monthly payment

Turnkey EV Leasing

Vehicles, exclusive on-site chargers, AND fast-charging network access, bundled into a single monthly lease.

Built on GM & Ford

EV Charger Hosting

Mitra installs and owns chargers on underused parking at no cost to you and you collect passive revenue.

Up to six figures / yr

EV Charging Subscriber

Join the fleet-only charging network. Skip public-charger crowds and pay low, predictable metered rates.

Reserve your slots

No upfront cost

Mitra owns the tech-adoption risk

We handle permitting & utilities

ROI realized from day one

Electrification stops being a capital project you manage and becomes a service you switch on,
the only thing left to decide is how much you want to save.

Leveling the playing field, the Fortune 500 toolkit, built for your fleet

1. Provide fleet & site info
2. Complimentary assessment
3. Review the proposal
4. Sign — no upfront cost
5. Implementation & delivery

> *You already own the routes, the property, and the parking. The only question is whether you keep handing your margin to the gas station, or start engineering it.*

Let’s find your fuel savings number!