



**Our guide to the ultimate  
employee incentive.**

**Tusker.**

The Better Benefit

# Who are we?

At Tusker we're on a mission to help your employees get a better car. A newer, more cost effective, more reliable, greener and easier to run car. For over 10 years we've been helping organisations in both the public and private sector offer their employees a Car Benefit Scheme. It's an innovative way to easily get a new fully insured and maintained car via a salary sacrifice arrangement.

Tusker has extensive experience of successfully implementing and managing salary sacrifice car schemes across both the private and public sector. We will always create a tailored scheme to suit your organisation's requirements which is why we like to work closely with you to understand your business, objectives and how the scheme can work for you and your employees.

So if you're looking for a really simple way to widen the benefits you offer, then look no further.



# Why work with us?

**We understand that, at first glance, other providers look to offer a similar product but our level of product design, service, efficiency, and ability to maximise take up and therefore savings, is unrivalled.**

As market leaders for salary sacrifice car schemes, we have over 500 schemes in place across the country and customer service is at the heart of everything we do. Uniquely, our structure has been developed with the customer in mind. We have separate teams dedicated to customer services at each stage of an employee's interaction with us.

This is in addition to our marketing and sales support functions for organisations once they have implemented their scheme.

With a brand new car, substantial savings and peace of mind, it's no surprise that 97% of our drivers would recommend the scheme. It's the power of a shiny new car.

## Facts & Figures\*

First scheme  
launched  
**2009**

**97%**  
Customer  
satisfaction rate

**18,000**  
Cars on the road  
and counting

**0%**

Benefit in Kind rate for  
fully electric cars in  
2020/2021



Employees can make  
great savings compared  
to retail deals

**10%**

average employee take up  
over three years

\*figures correct as at Jan 2020

# Salary Sacrifice Car Schemes – what are they?

**A salary sacrifice car scheme is a tax efficient way for organisations to offer all their employees access to a brand new, fully insured and maintained car for a fixed monthly amount for up to four years. In addition employees also enjoy manufacturer discounts, corporate finance rates and VAT efficiencies unavailable on personal lease arrangements, providing even better value.**

Employees can choose to sacrifice their salary and as salary is sacrificed before Income Tax, National Insurance and pension contributions are taken, employees save money on getting a new car and your organisation makes substantial savings on certain cars through reduced NI and any pension contributions.

Employees can browse the extensive range of cars available on our easy to use online system where they can run unlimited instant quotations, compare vehicles and place their order online, resulting in them making an informed decision and selecting a vehicle that best meets their individual needs.



# Introducing Carbon Neutral Motoring

We love being green! We're a carbon neutral business committed to driving down emissions by getting people into newer and greener cars. We genuinely care about preserving the environment, and understand that it's also high on the agenda for our customers, which is why we decided to give something back to decrease the impact of our cars on the environment.

To show our dedication to the planet we even offset the tailpipe emissions of all the salary sacrifice cars we put on the road against a Verified Carbon Standard offsetting project.

We're committed to achieving the highest standards of excellence and are delighted that our hard work has been recognised in the last few years by being awarded the Green Apple Environmental Award for Environmental Best Practice.

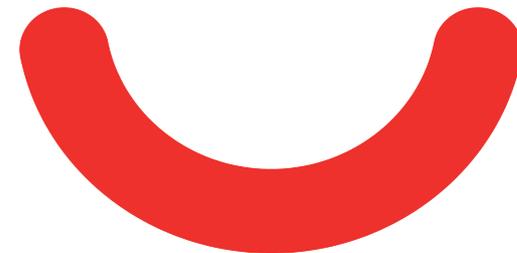
## Lifestyle protections

We understand that you want to keep any risk to an absolute minimum and when an employee takes a car on the scheme there is often a small risk that they will leave the organisation before the end of the agreed vehicle term.

We offer a lifestyle protection to safeguard against an employee leaving the scheme early for a variety of reasons. We know unexpected things happen all the time, which is why our comprehensive Early Termination Protection (ETP) protects you, as an employer, against an early termination charge should an employee terminate their salary sacrifice agreement early. As long as the termination doesn't occur within the exclusion period of 6 months, in most circumstances our protection will mitigate any termination charges that may be payable.

The protection covers you and your drivers against;

- TUPE
- Resignation, redundancy, retirement
- Ill health & other life events
- Maternity, paternity leave
- Long term sickness



# Employer Benefits



## Savings available

Employer NI savings can be achieved on Ultra Low Emission Vehicles, with schemes designed individually to achieve your objectives. NHS Trusts and Local Authorities are also able to save pension contributions that would have been paid on the salary now being sacrificed.



## Simplicity

We make running a scheme simple. From reducing admin with our clever online system to working with you every step of the way to promote the scheme.



## Zero cost and risk free

Free to implement, we also offer a lifestyle protection to remove risks such as employees resigning, or being made redundant, or going on extended leave, i.e. Maternity.



## It's a great perk for your employees

For no extra cost you can motivate and retain your current employees and appeal to new talent with the ultimate employee benefit, a brand new car.



## The scheme's greener than green

New cars are the greenest on the market with lower CO<sub>2</sub> emissions. Plus, we offset the carbon for every Tusker car making them carbon neutral. Perfect for improving your carbon footprint.

# Employee Benefits



## They get a brand new car

Employees choose the make and model and we deliver a brand new car to their door.



## Core running costs are included

Everything from replacement tyres and car insurance to breakdowns and routine maintenance is covered in our fixed monthly amount.



## It saves them money

Not only can your employees benefit from our fantastic manufacturer discounts, a fixed monthly amount taken from their salary means they can save on National Insurance too.

# 0%

## No deposit needed

With the Car Benefit Scheme employees don't pay a deposit (most car dealers will ask for a fairly hefty amount).



## No credit checks

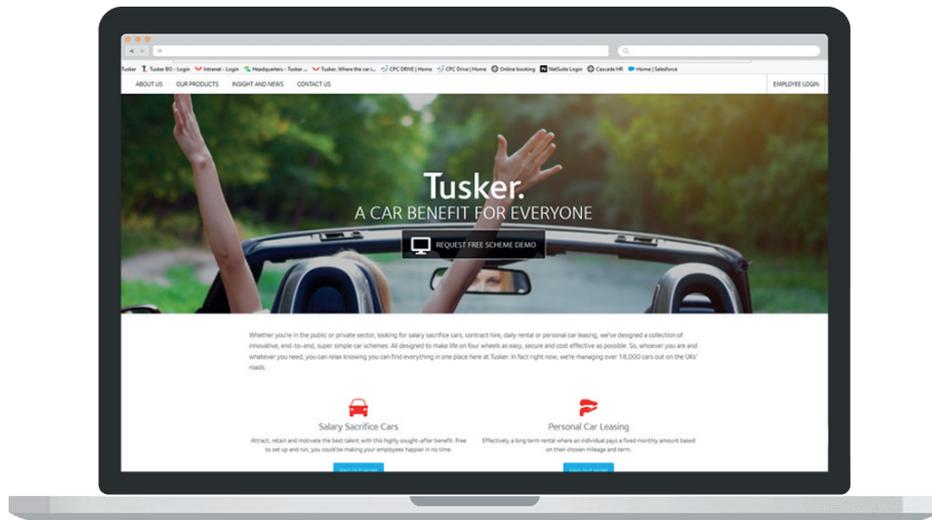
Any employee can enjoy a Tusker car, whatever their credit history.

# Award winning systems

Your employees will have questions about our scheme and our online driver site can answer them. We try to make it as simple as possible for employees to learn about the scheme and contact us with any additional questions via Live Chat, dedicated email or phone.

We provide a secure online driver site where employees can learn more information about the scheme, watch short videos to understand the benefits of a salary sacrifice car scheme and access extensive frequently asked questions.

The driver site is fully automated from initial log in to vehicle order. It guides employees through an online journey from viewing the cars available on the scheme to requesting a vehicle order. They can also prepare their own online quotations with each quotation showing any tax and National Insurance savings and Benefit in Kind for each vehicle specific to each employee.



# Communications

With a dedicated marketing team for our car benefit schemes, we understand that communication is vital to the success of a scheme and we'll work closely with you to decide the best communication methods based on your available and existing communication channels and our knowledge of successful methods and best practice.

A complimentary dedicated marketing and communications expert will work with you to, provide pre-launch, launch and post launch communications plan to ensure the successful launch of the scheme as well as a gradual month on month increase in participation, and to ensure all employees are reached through the communications. It is important to understand and identify the various target groups within your organisation and there may be the need to tailor communications accordingly. Examples of marketing support that can be provided include:

- Posters & leaflets
- Emailers
- Copy for newsletters /intranet sites
- Payslip attachments
- Roadshows and events at key sites
- Brand awareness initiatives such as branded mugs, lanyards, belt clips etc.
- Monthly employee promotions

All marketing and communication support is included as part of the scheme offering.

# What is Benefit-in-Kind tax?

HMRC recognise the scheme as a Company Car Scheme. The scheme is tax efficient but not tax free so employees need to pay Benefit in Kind tax (often called 'company car tax').

Depending on the emissions of the car chosen, the BiK is calculated based either on the car's list price (P11d), CO2 emissions, fuel type and the employee's income tax band or taxed at their personal tax rate against the gross sacrifice.

The tax and NI savings can often outweigh the additional Benefit in Kind tax, particularly if the employee chooses a car with low CO2 emissions.



# Greater savings from April 2020-

## with company car tax reduced to 0% on pure electric cars

**In 2019, the Government announced that Benefit in Kind (BIK) rates for company cars would be lowered from April 2020. For most vehicles registered after April 6th 2020, tax rates have been reduced by 2%, with zero-emission models now tax-free in 2020-21, only rising 1% each year until 2023.**

It means the Car Benefit Scheme is more inclusive than ever before as more people will find an affordable car through the scheme, particularly with electric cars. Drivers (as well as employers) will see a real increase in savings, in particular for the 40% taxpayer taking an electric car on the scheme.

Over the course of a three-year period, a 20% taxpayer could save almost £4,000 in Benefit in Kind tax by driving a zero-emission vehicle. When taken under a salary sacrifice arrangement, they could also benefit from an overall tax efficiency of around £6,000. And that's without factoring in the average Tusk electric car driver's fuel saving of circa £750 per year.

### MINI Electric Cooper S 0.0 Elec 32.6Wh 184

| Employee savings                  |      | Employer savings  |      |
|-----------------------------------|------|-------------------|------|
| 2020 Net monthly cost             | £245 | NI saving 2020-21 | £651 |
| Tax saved                         | £73  | NI saving 2021-22 | £612 |
| NI saved                          | £47  | NI saving 2022-23 | £574 |
| Average overall saving of: £1,287 |      |                   |      |

Based on basic rate tax payer, postcode DN10 4HB, 40yr old male - 48 months - 10k miles. Please note prices as at January '20 and will vary subject to personal circumstances i.e. age, address, scheme parameters.



# Employer NI & Pension Contribution Savings on ULEVs 2019 versus 2020

**£1,568**  
2020 average Class 1 NI & Pension Contribution Savings per employee per annum.



Based on 36 month term, 5k miles p.a.

# Employee Monthly Net Cost 20% Taxpayer 2019 versus 2020

- Fixed Monthly Cost includes:**
- Routine maintenance & tyres
  - Motor Insurance
  - Roadside Assistance
  - Accident Management
  - Lifestyle Protection
  - Replacement tyres

# Let's talk

[tuskerdirect.com](https://tuskerdirect.com)

[hello@tuskerdirect.com](mailto:hello@tuskerdirect.com)

0333 4000 554

# Tusker.

The Better Benefit

Tuskerdirect Limited is an appointed representative of Howden UK Group Limited (FRN 309639) for insurance mediation activities and Product Partnerships Limited (FRN 626349) for consumer credit activities, which companies are authorised and regulated by the Financial Conduct Authority.

Tusker is a trading name of Tuskerdirect Ltd. Registered in England and Wales no: 03864648. VAT no: 207 0738 28.

Registered office: Building 4, Hatters Lane, Croxley Green Business Park, Watford, Hertfordshire, WD18 8YF