

# Fleet Electrification Case Study



## Ski Butlers

### FLEET PROFILE

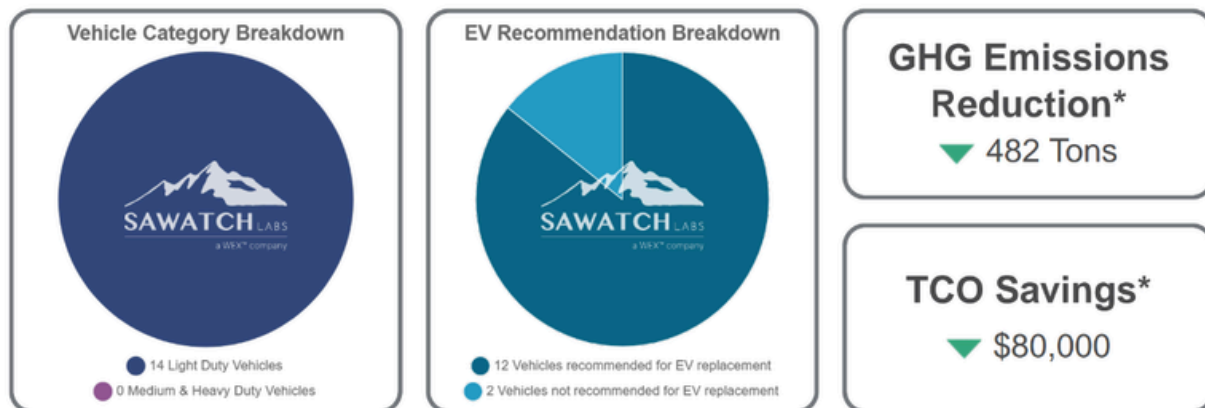
- Type of fleet: Cargo vans and SUVs
- Number of vehicles analyzed: 14
- Location: Park City, Utah
- Parking: Primarily depot at 2 locations



Medium- and heavy-duty (MHD) vehicles are a major contributor to air pollutants and greenhouse gas emissions. Electrifying fleets is one of many important solutions to improve our air quality and address climate change. Fleet electrification is also a growing priority for many local governments and businesses. However, there are many barriers to fleet electrification, especially MHD vehicles.

Utah Clean Energy, supported by funding from the Utah Governor's Office of Economic Opportunity, partnered with Merge Electric Fleet Solutions to provide Ski Butlers with a fleet electrification analysis. The core of this analysis is based on output from an industry-leading telematics data analytics platform by Sawatch Labs, a WEX company, that uses historical vehicle-by-vehicle driving patterns to forecast how EVs would perform in the same role.

Ski Butlers provides ski equipment rental via convenient delivery directly to the customer's hotel or home rental location. The company was founded in Park City, Utah, and has grown to serve approximately 40 resorts across North America and Europe. As a winter sports business, Ski Butlers has long focused on climate solutions and advocacy, including 2021 carbon benchmarking, emission reduction plans, and offsets. The company has a sustainability team and currently has one electric vehicle operating in Park City, which has received positive reviews from staff. This study focused exclusively on the Utah fleet, but since operations are similar across different resorts, the Ski Butlers team hopes to leverage these learnings across their multi-resort footprint.



\*Estimated lifetime impact of replacing your 12 EV Candidates.



# Opportunities

- Ski Butlers has the opportunity to do a phased approach to electrification. They have one Ford Lightning F-150 and a Level 2 charging station at one of their two facilities. They can use the existing charger to deploy one or two more EVs, collect data and feedback from staff, and build a holistic transition to electric from there. If Ski Butlers is strategic about switching out the 2 vehicles with the highest scores, they have the potential to experience up to \$54,000 in savings.
- Reducing GHG emissions – Ski Butlers is committed to decreasing their carbon footprint, and now that they have more data on what is possible, fleet electrification is part of this plan. With full fleet electrification in Park City, the company has the potential to reduce GHG emissions by 482 tons.
- Implementing electrification in Park City and scaling to other locations, especially as market continues to grow.

## Unique Aspects of Ski Butlers' fleet

- Despite mountain conditions and extreme temperatures, the Ford E-Transit is able to meet operational needs. Battery conditioning while plugged in will help preserve range.
- Cable management in winter climate is important.
- These results may be scalable to other resorts.

# Challenges

- The largest hurdle for Ski Butlers to electrify their entire fleet in Park City is the lack of space and power for sufficient charging infrastructure. Additionally, both Ski Butlers facilities in Park City are leased, presenting challenges with installing company-owned charging infrastructure. Due to the nature of their business, Ski Butlers also cannot rely on publicly available DC fast charging.
- Near-term capital for new vehicles is limited. It may make sense for the company to wait until the AWD model of the Ford E-Transit is available to purchase any new electric vans.

*"This fleet study gave Ski Butlers a phased roadmap rather than an all-or-nothing approach – we learned that we should start with 1–2 EVs using existing charging, collect data/feedback, then scale. Now we know what barriers to plan for. Doing this fleet study provided visibility into cost comparison over the lifespan of the vehicles and provided clarity about the charging infrastructure needed to support the fleet. We were able to confirm EV suitability through tangible data."*

**- Jackson Hurley, Director of Operations**

# What's Next?

- Securing capital to support upfront cost of purchasing vehicles and a more detailed charging infrastructure plan.
- Pausing purchasing any new vehicles for Park City until spring 2026, when the Ford E-Transit is available in an AWD.
- Obtaining quotes for charging infrastructure.

*Updated 01/2026*