

CASE STUDY

Anheuser-Busch: A customer success story



Challenge

The world-famous Budweiser Clydesdales are a big part of the company's heritage and make appearances all over the country. Three teams, each with three tractor-trailers, travel together to safely transport and care for the horses.

Previously, drivers used corporate travel cards to pay for all their expenses, not just fuel. Too often, drivers exceeded their daily purchase limits and needed to rely on another team member to buy the diesel for their trucks.

While it may seem like a minor inconvenience to have one driver paying fuel for three trucks, it was very inefficient. Not only did it take more time to fuel, it was causing reporting and reconciliation issues for drivers and managers.

With other initiatives coming to the forefront including the federally mandated use of electronic logging devices (ELDs), Anheuser-Busch required solutions that fully met the needs of the Clydesdale Transport Team.

Solution

Faced with ongoing process inefficiencies and wanting to prepare for additional vehicle data integration, Anheuser-Busch turned to U.S. Bank Voyager. Anheuser-Busch's existing U.S. Bank Voyager Fleet Program already includes

Customer profile

Anheuser-Busch is a leading brewing company with a history spanning more than 165 years. They are home to more than 100 beer brands, including Michelob ULTRA, Busch Light, Budweiser, Bud Light, Stella Artois, Cutwater and numerous regional craft brands. Their longstanding history includes supporting American farmers, military, veterans and first responders, donating emergency drinking water and supporting responsible drinking programs.

Clarity in motion

Simplify fueling and reporting processes for over-the-road drivers and management.

Rigor that drives results

- Improve driver productivity
- Automate payment and reporting processes
- Increase driver satisfaction

many vehicles across the enterprise. They knew they could easily add the Clydesdale Transport Team too. Their Director of Logistics shared the specific requirements and goals for the 16 tractor-trailers with the U.S. Bank Relationship Manager. Maximizing efficiencies was at the top of the list.

There are three regionally based teams to cover the eastern, central and western states but sometimes drivers need to provide support for events in other regions. Therefore, Anheuser-Busch opted to establish vehicle cards assigned to each tractor. This ensures a one-to-one relationship between the truck and the Voyager Fleet Card and that all the data stays together. While the vehicle cards are flexible to interchange drivers, they remain secure with Driver IDs and odometer readings required for fueling. This makes it easy for drivers to follow the same process every time they fill the tank, no matter where they stop for fuel.

Value

Since implementing the Voyager Fleet Card, driver satisfaction of the Clydesdale Transport Team increased alongside their productivity. The drivers focus on what they do best, driving. They no longer complete expense reports for their fuel purchases because every card transaction automatically captures robust level III fleet data, saving valuable time and streamlining processes.

“If I could sum up the Voyager Fleet Card in one word, it would be ‘convenience,’” said one driver. “We fuel quickly, without delay, keeping the horses comfortable.”

From a management perspective, logistics and safety coordinator Sue Marler states, “The implementation was flawless. No complaints.” She continues, “It’s just a time saver for everybody, me and the crew. It eliminates paper and human error.”

Anheuser-Busch expects the program efficiencies, cost and time savings to grow as more integration occurs with card data, ELD details and other financial information. Marler says, “We haven’t reaped the full benefit yet.”



No other company balances innovation with bank-grade rigor, real fleet expertise and proactive service the way Voyager does. We turn transparency, risk discipline and focused insight into working solutions customers can put on the road.

About the Voyager fleet program

For more than 20 years, U.S. Bank has helped public and private sector fleets of all sizes become more efficient and cost effective by providing superior customer service, program spend controls, acceptance at fuel and maintenance locations and advanced processing systems. More than just a fuel card, the U.S. Bank Voyager Fleet products turn complexity into business clarity. Data becomes direction. Spend becomes savings. Control becomes command.

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