
MIX TELEMATICS PRESS RELEASE

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MiX Telematics at the Commercial Vehicle Operator Show 2010

MiX Telematics, one of the world's leading and most successful providers of fleet management systems, is showcasing its range of fuel saving solutions at this year's CV Operator Show. The company is exhibiting on stand number 5025 in Hall 5.

MiX Telematics Fleet Manager solutions combine state-of-the-art technology with simple-to-interpret reporting, (see separate release, 10-04: *MiX Insight Reports*), which is delivered via the internet and tailored to meet individual operational requirements. MiX Telematics' team of industry specialists will be on hand for the duration of the Show to assist and advise visitors on how to derive the maximum benefit from their systems.

"We regard the 2010 CV Operator Show as an ideal platform to reiterate the benefits our solutions deliver to transport operators of all types," comments Steve Coffin, Marketing & Operations Director for MiX Telematics UK Limited. "While it is true to say that over the past year it has principally been the bus and coach world which has benefited most from our systems – we have verified fuel savings in excess of £8m for that industry alone in 2009 – the transport and logistics sectors are now increasingly turning to us for the efficiency gains our solutions provide."

Typically, MiX Telematics Fleet Manager solution delivers fuel savings of at least ten percent. Three national names confirming this claim are Solstor UK Limited, which has achieved a 12 percent reduction in fuel usage, Keystone Distribution UK Limited, which has reported a ten percent improvement and ETS Distribution Limited which has saved 10.3 percent (see separate release 10-05: *MiX Telematics celebrates major milestone at the Commercial Vehicle Operator Show*)

"In addition to our fleet management technology, which has proven itself to be robust and reliable in operation, MiX Telematics provides a number of differentiators which set its products apart," adds Steve Coffin.

"In addition to simple reporting using MiX Insight Reports, we have developed and pioneered the innovative in-cab RIBAS system. This gives drivers instant feedback by providing an on-board visual indicator as to their driving style. Whenever one of RIBAS' parameters is exceeded, (**R** for over **R**evving, **I** for excessive **I**dling, **B** for harsh **B**raking, **A** for harsh **A**cceleration and **S** for over **S**peeding,) a light is illuminated to inform the driver. This allows them to make corrections immediately, thereby significantly adding to efficiency in operation.

"We also provide our customers with an on-going consultancy service dedicated to helping them get the most from our systems at all times. Our specialists work alongside users, showing them how to interpret the data gathered to best effect and using it to signpost the routes to maximum efficiency. Feedback tells us this service is extremely effective and widely appreciated by our customer base.

"Lastly, we have also developed a customer support initiative known as *Way2Go*. This is effectively a toolkit which provides a range of support material for operators introducing MiX Telematics' fleet management solutions into their businesses. The aim of the programme is to help inform and educate drivers of the benefits our systems provide and how they can help them in their daily work as professional drivers looking to get the most out of their vehicles."

MiX Telematics

Founded in 1996, MiX Telematics is a global provider of vehicle tracking and fleet management products and services to consumers and companies of all sizes in over 75 countries on six continents. The company's commercial product range – formerly marketed under the VDO brand and sold by Siemens VDO for 10 years – helps fleet owners ensure driver and passenger safety, reduce fleet running and fuel costs, comply with selected industry regulations, and track and protect vehicles and drivers. Commercial customers include Parmalat, Schlumberger, Chevron, Greyhound, Spar, and Scania. MiX Telematics has offices in South Africa, Germany and the United Kingdom and an extensive global distribution network.

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