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MiX Telematics launches Way2Go at Coach and Bus Live 2009

MiX Telematics is launching Way2Go, its new operator toolkit, at Coach and Bus Live 2009. Way2Go provides a range of support material for operators introducing MiX Telematics' fleet management systems into their businesses. The aim of the programme is to help inform and educate drivers and members of the public of the benefits provided by MiX Telematics' solutions

"Way2Go explains the key advantages of fuel savings and enhanced passenger safety and comfort that can be made by using our FM fleet management solution and the associated RIBAS display," says MiX Telematics' UK Marketing & Operations Director, Steve Coffin.

"Selling the benefits of the system to drivers in particular is an essential part of the process and the programme provides everything they need to know in a clear and easy-to-understand format."

The Way2Go toolkit comprises four key elements: An explanatory brochure for drivers, a credit card and a poster, both of which provide a reminder of how the RIBAS unit can help save fuel, and a windscreen sticker advising the public that vehicles within the Way2Go programme can enhance their safety and comfort. The programme will be further supported via a dedicated website, www.theway2go.info. All operators opting for MiX Telematics fleet management solutions will be invited to participate in the Way2Go programme.

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.

Further information:

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