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## **BSOG cuts underpin the need for fuel-saving fleet management solutions**

*– Yet research by MiX Telematics shows bus operators have been slow off the mark to benefits from the savings offered by automotive telematics.*

With reductions in the Bus Service Operators Grant (BSOG) announced under the Government's comprehensive spending review set to cost bus operators £300m by 2014-5, the need for efficiency-driving, fuel-saving initiatives has never been greater. Despite this, research conducted by MiX Telematics suggests the large majority of bus and coach operators have yet to equip their fleets with proven, fuel-saving fleet management technology.

"The bare facts of the matter are that if implemented correctly, fleet management solutions save fuel and money – there's no doubt about it whatsoever," says Steve Coffin, Marketing & Operations Director for MiX Telematics. "What's more, when introduced together with a planned programme of driver development, the benefits realised can be sustained over the longer term, resulting in an overall reduction in fuel consumption across the fleet of between ten and 15 percent. To date, we know that our Fleet Manager solution alone has saved the UK passenger carrying industry in excess of £12m."

"And these are not idle claims; we have increasing numbers of operators willing to bear witness to the benefits which can be achieved. Anglian Bus and Coach, for example, has reported an overall fuel saving of more than ten percent, while for Go-Ahead London, a major user of our Fleet Manager solution, is now saving £3.5m a year on fuel.

"Moreover, the benefits of fleet management solutions do not stop there – a reduction in wear and tear, fewer accidents and greater driver and passenger

satisfaction are also among the benefits our customers tell us they are achieving with our Fleet Manager solution.

"In simple terms, the decision of whether or not to fit a fleet management solution today is a no-brainer. As part of our service, we provide operators with information and projections on the levels of savings they could achieve using our Fleet Manager product, which are always substantial. And once they have committed, we provide an on-going consultancy service to ensure the maximum benefits are being achieved, day-in, day-out. It's a win-win situation and in our view certainly the best way for any operator to help minimise the effects of the forthcoming BSOG cuts."

### **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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