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Twelve months on, Cardiff Bus reap the benefits of MiX Telematics' Fleet Manager solution

In the 12 months since it equipped its 230-strong fleet with Mix Telematics' Fleet Manager solution and the optional RIBAS system, Cardiff Bus has gone on to reap operational benefits in terms of fuel savings, and enhanced customer safety and comfort.

"The success we are achieving is the result of a carefully planned introduction, in which we were greatly assisted by MiX Telematics whose installation and after sales support has proven excellent," comments Cardiff Bus Service Delivery Director, Gareth Mole. "When we initially commissioned the system, we did not activate the RIBAS facility but used Fleet Manager simply to gather fleet performance data. Once we had the figures available to us, we worked with the team at MiX Telematics and employees from various departments within the organisation to set operational RIBAS parameters, the idea being to give our employees reasonable and achievable targets.

"The result has been an overall fuel saving of 4.09 percent, which continues to improve month on month. While it is still a little early to quantify other savings precisely, we believe that the quality of ride and comfort for our customers has improved. We also anticipate we will see less wear and tear to drivelines and tyres."

In opting for Fleet Manager, Cardiff Bus' objectives were to save fuel, improve safety, enhance levels of customer comfort and service, and reduce its carbon footprint, all of which they are striving to achieve with the assistance of this technology. The decision to select Fleet Manager was taken following a market review which concluded the MiX Telematics' system gave the best balance in terms of meeting the company's current and future requirements.

Editor's note: MiX Telematics' Fleet Manager and the RIBAS display

As MiX Telematic's premium on-board computer, Fleet Manager offers vehicle tracking, communications and the ability to interface with satellite navigation systems. Accompanying Fleet Manager is a choice of reporting software; FM Pro for PC-based analysis, or FM-Web for internet-based access.

The RIBAS display, which operates in conjunction with Fleet Manager and is offered as an optional extra, is a dashboard-mounted array of five LEDs which illuminate whenever the driver exceeds a pre-programmed vehicle parameter. Each LED is positioned alongside its corresponding letter, where:

R = over **R**evving
I = excessive **I**dling
B = harsh **B**raking
A = harsh **A**cceleration
S = over **S**peeding

MiX Telematics

Founded in 1995, MiX Telematics is a global provider of vehicle tracking and fleet management products and services to consumers and companies of all sizes in 111 countries, across 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, the United Kingdom, North America, Australia, the United Arab Emirates, Qatar, and Uganda, and works via an extensive global distribution network.

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