

MiX Telematics fulfils bus industry's largest investment in fleet management solutions to date

- ***Delivery of 3,500 onboard fleet management telematics systems to Go-Ahead Group completed end-March.***
- ***Major training programme delivered in support of package incorporated into Go-Ahead Group's own Driver CPC training scheme.***
- ***Go-Ahead Group now reaping raft of benefits, including reduced cost of operation, enhanced efficiency in operation, improved environmental performance and higher levels of driver and customer satisfaction.***

MiX Telematics has completed the delivery of 3,500 on-board fleet management solutions to Go-Ahead Group in a £2m order which represents the UK bus industry's largest investment in fleet management solutions to date. The order was concluded with the final installations of RIBAS-equipped MiX Telematics FM3306 systems (see Editor's note) taking place at London General and London Central, which together with Metrobus account for 1,700 units fitted to Go-Ahead Group vehicles in the London area.

"As one of the country's leading PCV operators we are firmly committed to employing the best available technology in order to continuously improve our service," comments Go-Ahead London Managing Director, John Trayner "The MiX Telematics' fleet management solution and its accompanying programme of driver-training – which has been incorporated into our own Driver CPC training scheme – are now actively contributing on this front. Together they have brought about a rapid improvement in a number of operational areas, ranging from improved fuel efficiency to an overall reduction in accidents.

"In parallel to these enhancements in our operational performance, our environmental impact has been reduced and we are now recording higher levels of customer and driver satisfaction. In particular, we have been delighted at the response from our drivers who very much want to share in our success and view the system as a positive driving aid which enables them to get the best from themselves and their vehicles.

"The system also benefits us in terms of the Transport for London (TfL) QIC2 (Quality Incentive Contract) driver scheme, which sees us rewarded for good performance and penalised for bad. Here, the instant feedback provided by the RIBAS system assists drivers keep within our required parameters at all times."

Verifying the value of the system, TfL's Managing Director – Surface Transport David Brown commented: "This is an initiative all bus operators should look at; it helps drivers do their job, improves customer care and ultimately will save the company money. We thoroughly recommend it."

The MiX Telematics fleet management solution is also playing a part in the recently launched Go-Ahead London 'Go Green' initiative, which encourages drivers to drive in an environmentally-sensitive manner. Here, the RIBAS system is used to monitor driver performance with each instance of an exceeded RIBAS parameter recorded over a period of time. The resulting 'scores' are then averaged out and categorised as either Red, Amber or Green, with all Green-scoring drivers being recognised within their depots. At the end of the year, Go-Ahead London will take its top 20 performing drivers to the Millbrook Proving Ground in Bedfordshire for a driving skills event which will see the top performing driver being awarded a prize of a Fiat 500 motor car.

Editor's note: FM3306 Communicator and RIBAS display

As MiX Telematic's premium on-board computer, the FM3306 Communicator offers vehicle tracking, communications and the ability to interface with satellite navigation systems. Accompanying the FM3306 Communicator 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 FM3306 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

Photograph: A high resolution image is attached to this press release

MiX Telematics

Founded in 1996, MiX Telematics (incorporating Matrix Vehicle Tracking and OMNiBRIDGE) is a global provider of 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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