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Winner of Go-Ahead London's 500 Challenge competition for 2011 announced

The winner of the 2011 MiX Telematics-sponsored 500 Challenge, a competition organised by Go-Ahead London to encourage, recognise and reward improved driving standards, has been announced. Following a closely contested 'eco-drive' between Go-Ahead London's 20 top drivers at the Millbrook Proving Ground in Bedfordshire, driver Craig Honeyman from the company's Belvedere Garage emerged as overall victor to secure the contest's top prize of a brand new Fiat 500.

Commenting on his victory Craig said: "I'm over the moon. I came here feeling I could win – I know I can drive economically – so it was down to me to show I could put my skills into practice. I've only been driving for a year and I find the RIBAS system has definitely helped me improve. It regulates your driving. Also, in the build-up to the 500 Challenge, you know that if you exceed the set parameters you will be penalised, so it makes sense to focus on driving as economically as possible at all times."

Conceived as means to enhance operating performance by engaging and capturing the imagination of the company's 4,500 drivers, the 500 Challenge forms part of larger initiative known as the Go Green programme, which was launched in conjunction with the introduction of MiX Telematics' Fleet Manager solutions to the 1,500-strong Go Ahead London fleet in 2009. Since then, the initiative has delivered on-going and sustained success, including an 12 percent overall improvement in fuel efficiency. Consequently, a further 200 systems have been added to new vehicles introduced by Go Ahead London.

"Almost three years on and the MiX Telematics system is still delivering excellent results," says Go Ahead London Managing Director John Trayner. "The introduction of the technology, backed by comprehensive training and

the 500 Challenge, has been an integral part of our Go Green programme as it has enabled our drivers to optimise their own individual driving style and sustain the improvement in the longer term.

"Moreover, since beginning the project we have gone on to identify additional ways of using the data to our advantage and now anticipate seeing further benefits in the future."

With each of Go Ahead's operating companies of London General, London Central, Blue Triangle and Docklands Buses represented, the finalists came together at Millbrook where the Proving Ground's experts evaluated the performance of each in a specially-designed Eco Challenge.

Go Ahead London

The London Central, London General, Docklands Buses and Blue Triangle operations of Go Ahead London employ nearly 4,500 staff, utilising approximately 1,400 buses which operate on nearly 100 routes in the Capital, the majority of which are part of Transport for London's network.

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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