

Ipswich Buses equips with MiX Telematics Fleet Manager to boost fuel efficiency and passenger comfort

Council-owned Ipswich Buses, which provides local bus services in and around Ipswich, is fitting its 71-strong fleet with MiX Telematics' Fleet Manager solution in order to reduce fuel consumption and provide passengers with more comfortable, smoother journeys.

In addition to a full reporting service, the solution chosen by Ipswich Buses includes the optional RIBAS system. This is an on-board driving aid which provides the driver with instant feedback should he or she exceed any of the five parameters RIBAS monitors, namely: **R** for over-revving, **I** for excessive idling, **B** for harsh braking, **A** for harsh acceleration and **S** for over-speeding.

Commenting on his company's decision to fit the system, Ipswich Buses Managing Director Malcolm Robson says:

“We are committed to providing a travelling experience of the highest quality. We believe the MiX Telematics Fleet Manager solution, introduced after we undertook a thorough examination of various alternatives available to bus operators, will provide us with the best management tools available to ensure our driving staff drive to the highest standards”.

“At a time of increasing diesel prices we hope to repeat the experience of other bus operators who already use Fleet Manager, by seeing a reduction in fuel consumption and fuel costs as our drivers are made more aware of their driving style's effect on fuel consumption via the on-board RIBAS system.”

Photograph: A high-resolution image to accompany this release is attached.

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:

Steve Coffin

Marketing & Operations Director
MiX Telematics (UK), 6180 Knights Court,
Solihull Parkway,
Birmingham Business Park,
Birmingham, B37 7YB
Tel: 0121 717 5385
Mob: 07787 103267
E-mail: steve.coffin@mixtelematics.com

Phil Sampson

Albany Communications
Tel: 01525 372494
Mob: 07885 152132
E-mail: psampson@albanycom.co.uk

www.mixtelematics.co.uk