

## **Local technology firm's work showcased in national awards**

The work of Birmingham Business Park-based MiX Telematics, the global provider of vehicle fleet management and tracking systems, is to be showcased at this year's Motor Transport Awards, an event widely recognised as the 'Oscars' of the UK transport industry. This recognition has come about as the result of an innovative partnership between MiX Telematics and Midlands-based logistics specialist, ETS Distribution Limited, which has been shortlisted in the Awards' Best Use of Technology category.

The collaboration between the two companies has seen MiX Telematics' Fleet Manager solution integrated into the day-to-day operations of ETS. Fleet Manager works by analysing vehicle and driver performance data to show the fleet manager where efficiency gains can be made. In the case of ETS, this has led to major savings and operational improvements.

"Fleet Manager has made a real difference for ETS and we are delighted this success has been recognised by the Motor Transport Awards' judges," says Steve Coffin, Marketing & Operations Director for MiX Telematics. "Fleet Manager has helped ETS reduce its fuel usage by more than 20 percent. Its road safety performance has also improved, with accidents down by 30 percent – resulting in a 17 percent reduction in insurance premiums – and the programme has also delivered environmental benefits by lowering ETS's annual emissions of carbon dioxide by 648,000 kilogrammes."

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

### **Motor Transport Awards**

With this year's final being held at the Grosvenor House Hotel, Park Lane, London on 6 July, the prestigious Motor Transport Awards event is now in its 25th year. The ceremony promotes and rewards the highest standards of achievement within the transport industry and attracts many leading names, such as Eddie Stobart, TNT and DHL Supply Chain.

### **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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