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Leading Belgian bus operator, De Lijn, selects MiX Telematics' bus and coach solution to manage its fleet

Brussels/Kortrijk - Well-known Belgian bus operator, De Lijn, has opted to install MiX Telematics' proven bus and coach solution for its fleet of more than 1,800 buses. The contract was won by Rauwers, MiX Telematics' channel partner in Belgium, and will help De Lijn to significantly reduce their fuel costs while enhancing passenger comfort. De Lijn joins a growing list of European bus and coach customers, confirming MiX Telematics' position as a global leader in the field of advanced vehicle tracking and fleet management solutions.

"Customers like De Lijn can expect to save an average of 12% on fuel costs, while simultaneously benefiting from reduced carbon emissions and a safer, smoother ride for their passengers," says Tony English, Managing Director, MiX Telematics Europe.

"We were impressed with the results achieved during the proof of concept and are keen to start seeing an overall improvement in the performance of our fleet," said Roger Meys, Department Head of Rolling Stock at De Lijn, adding, "The solution will also be valuable in engaging our drivers and giving them the support they need to instil better driving habits, while reducing our fleet's carbon footprint."

The solution, named EcoDrive, incorporates a central communication system; FM-Web, a web-based application for access to vehicle and driver data as well as state-of-the-art reporting and analytics; and the RIBAS display. "RIBAS provides instant in-cab feedback for drivers, through visual and audio alerts that help them to improve their driving style. Integration with De Lijn's ticketing system is another essential feature included in the solution," explains Pablo Rauwers, Managing Director of the Brussels-based Rauwers Group, that is responsible for the project roll-out. "We are very proud that De Lijn selected us as their telematics provider of choice in a highly competitive market."

“MiX Telematics continues to gain ground in the bus and coach industry in Europe,” adds English, “with De Lijn being one of five key customers acquired in the recent months.” Coinciding with the recent successes, MiX Telematics looks forward to showcasing its premier bus and coach solutions at the 40th Busworld exhibition, being held in Kortrijk, Belgium: Stand 39, Hall 8, 21 to 26 October 2011.

About MiX Telematics

Founded in 1995, MiX Telematics is a global provider of vehicle tracking and fleet management products and services to companies of all sizes in 111 countries, across six continents. MiX Telematics’ commercial product range helps fleet owners ensure driver and passenger safety, reduce fleet running and fuel costs, comply with industry regulations, and track and protect vehicles and drivers. Bus and coach customers include Go Ahead Group, Anglian Bus and Coach, Transdev, Cardiff Bus, Translink, Vectalia-Subus, Greyhound, Yankee Trails and Rodoviária de Lisboa. MiX Telematics has offices in South Africa, the United Kingdom, North America, Australia, the United Arab Emirates, Qatar, and Uganda, and works via an extensive global distribution network.

For more information please visit www.mixtelematics.com

About Rauwers Controle

Rauwers Controle, based in Brussels, and its subsidiary company, Sirac, based in Paris, are distributing the MiX Telematics solutions in Belgium and France. The fleet management division focuses on police, fire and ambulance customers as well as public transport customers. The company is also active in the public transport sector through the distribution of Alcolock products in the same territories. With roots in the formation of the tachograph system, Rauwers Controle has established valuable, long-term relationships with its customers. The company follows a results-driven approach and offers pioneering solutions that help customers to improve fuel consumption, safety levels and passenger comfort. Methodology used incorporates measurement, coaching, analysis and benchmarking.

For more information please visit www.rauwers.be

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