

## **MiX Telematics at Coach and Bus Live 2011**

**Stand G44, Halls 17/18, National Exhibition Centre, Birmingham 5-6 October**

MiX Telematics will be exhibiting its range of leading-edge range of fleet management solutions Coach and Bus Live 2011. In addition, the company will deliver a master class entitled *How to Survive the Nightmare of Rising Fuel Costs* in a seminar taking place at 12:00 hours on Thursday 6 October.

With the ability to deliver a wide range of economic and environmental benefits now thoroughly proven in service, MiX Telematics' UK customers have saved in excess of £17.8m through improved fuel efficiency alone. Key to this success is the company's core product, Fleet Manager, which will be showcased at Coach and Bus Live 2011.

In a broader perspective, having recently secured five significant new bus and coach customers, MiX Telematics is currently implementing Fleet Manager solutions for 5,000 buses across the United Kingdom, Spain, France and Belgium. "Overall, Fleet Manager translates into an average of ten percent savings on fuel costs, reduced carbon emissions, decreased maintenance costs, safer driving and a smoother ride for passengers – that's why it is becoming the system of choice for so many operators," says Tony English, Managing Director, MiX Telematics (Europe).

Over the past 12 months, MiX Telematics has extended its portfolio in a number of areas with the following products launched, all of which will be promoted at the exhibition:

**MiX Track:** An all-new, cost-efficient version of the tried, tested and proven DataTrak commercial vehicle track and trace product. Building on the reputation and solid foundation developed by DataTrak over the past quarter of a century, MiX Track has been designed to ensure operators remain aware of the whereabouts of their fleets at all times without becoming overburdened by technology.

**Mobileye:** In a move designed to enhance road safety by providing greater protection for road users, MiX Telematics and Mobileye have collaborated to

integrate Mobileye's collision avoidance system into MiX Telematics' Fleet Manager solution. Available as an option in the UK, Mobileye adds a new dimension to Fleet Manager's existing and proven road safety capabilities.

**MiX Telematics and Garmin:** UK operators are set to benefit as the result of a global collaboration between MiX Telematics and Garmin International, which sees Garmin's dēzl 560 GPS navigator integrated into MiX Telematics' Fleet Manager solution. As a product designed specifically to meet the needs of the commercial vehicle industry, dēzl 560 provides specialised routing information and can be customised to accommodate restrictions such as height, weight and width.

### **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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