
Press release

For immediate release

MiX Telematics to cement leading position as a telematics provider for the bus and coach sector in Europe

Birmingham, 6 September 2011. MiX Telematics, a global leader in vehicle tracking and fleet management solutions, plans to gain further ground in the bus and coach industry in Europe by exhibiting at the 40th Busworld Kortrijk in Belgium, Hall 8, Stand 39, from 21 to 26 October 2011. Busworld, attended by key industry players each year, is one of the largest and most recognised bus and coach events in Europe.

Having recently secured five significant new bus and coach customers, MiX Telematics is currently implementing fleet management solutions for 5,000 buses across the United Kingdom, Spain, France and Belgium. Solid expertise in the field of telematics' design and development has introduced thousands of buses and coaches to the multiple benefits available through the MiX Telematics solution. "Overall, the system translates into an average of 10% savings on fuel costs, reduced carbon emissions, decreased maintenance costs, safer driving and a smoother ride for passengers," says Tony English, Managing Director, MiX Telematics (Europe).

Monitoring drivers and vehicles in real-time is central to MiX Telematics' fleet management system. Through recorded events such as 'harsh braking' and 'over-revving' as well as the provision of immediate driver feedback, bus and coach operators are able to capture and compare the driving style and fuel efficiency per driver. This enables them to plan and implement highly effective driver training programmes in a timely manner.

John Traynor, Managing Director of Go-Ahead Group in London, for which MiX Telematics has installed 3,500 fleet management systems since 2009, reaffirms the value of the solution: "MiX Telematics has brought about a rapid improvement in our operations. In parallel, our environmental impact has been reduced and we are now recording higher levels of customer and driver satisfaction."

While enabling bus and coach fleets to perform at optimal levels of productivity, the solution represents a positive driving aid or in-coach 'mentor' for bus and coach drivers who, in turn, develop safer driving habits and learn how to get the best out of their vehicles. "In our view, the key to success lies in not only installing fleet management technology and monitoring the results, but also in engaging drivers as part of the process through tailored driver incentive programmes," concludes English.

About MiX Telematics

Founded in 1995, MiX Telematics is a global provider of vehicle tracking and fleet management products and services to consumers and companies of all sizes in 111 countries, across 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 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, 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

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