

July 2010

MiX Telematics assists ETS Distribution Limited secure Eco-Fleet of the Year award

The use of MiX Telematics Fleet Manager solution to promote safe and fuel-efficient driving while enhancing the company's environmental performance has helped secure the Eco-Fleet of the Year award for Loughborough-based ETS Distribution Limited at the 2010 Brake Fleet Safety Awards (see Editor's note 1). In winning this prestigious award, ETS Distribution has been recognised for its pioneering work in using advanced fleet management technology to maximise operational gains.

"The programme we have developed focuses chiefly on driver-development and improving fleet utilisation," comments ETS Distribution's Operations Director, Paul Wreaves. "To achieve this, we depend upon Fleet Manager in a number of ways. Firstly, we use the system to benchmark our drivers. We then use this data to create a personal development programme of safety and economy targets for each member of the team. To help drivers achieve their objectives out on the road, we use the RIBAS system (see Editor's note 2) as an ever-present 'coach in the cab'.

"In terms of fleet utilisation, Fleet Manager gives us the tools we need to streamline the service we provide. Our traffic team constantly monitors the position of every vehicle in the fleet and uses that information to schedule deliveries and collections in the most efficient manner possible."

Using Fleet Manager has helped ETS Distribution to realise an impressive set of tangible benefits:

- ETS is the top ranking company in the UK government-funded On Line Benchmarking 'FleetWave' programme in terms of the MPG being returned by its truck fleet.

- A 3% year-on-year reduction in fuel usage, despite a year-on-year fleet mileage growth of 7%. This equates to an overall fuel saving of 15% since the introduction of the fleet management system.
- A corresponding reduction in carbon footprint. As FleetWave's top performer, ETS generates 0.45 kg less CO2 per mile travelled than the industry average.
- Multiplied by ETS's annual mileage of 1.5m miles, this improvement represents a saving of 648,000 kg of CO2 per year.
- A 30% reduction in accidents.
- A 20% reduction in insurance premiums.
- In excess of 2,000 hours of driver development training completed. This driver training includes the company's own eco-driving SAFED (Safe and Fuel Efficient Driving) scheme, a two-day 1-to-1 induction for all new starters and incorporation of safe driving techniques into the company's Driver CPC training, which is also carried out by the firm's own in-house trainer. (**Please note:** In recognising the benefits of improving safety across the industry, ETS is happy to share its SAFED techniques with other LGV fleet operators as part of its Driver CPC seminars. For further information, please call Andy Andrews on 01509 615049.)
- Enhanced job satisfaction for ETS drivers. Monthly performance 'league tables' introduce an objective element to the challenge of driving safely and fuel efficiently, culminating in the ETS Driver of the Year award, where the top performing driver is recognised and rewarded.
- Improved customer satisfaction – ETS regularly surveys its customers and currently has a Customer Satisfaction Index rating in excess of 90%.

Editor's note 1: The Brake Fleet Safety Awards

The Brake Fleet Safety Awards are organised by registered charity, Brake, which seeks to improve road safety, reduce emissions from road vehicles and help care for victims of road accidents. Further information on Brake can be found at www.brake.org.uk

Editor's note 2: MiX Telematics Fleet Manager solutions

Every MiX Telematics Fleet Manager solution combines leading-edge fleet management technology with clear and simple reporting. Located at the heart of the system is FM Communicator, MiX Telematics' on-board data computer which

can be set to gather a range of information relating to driver and vehicle performance.

By capturing and comparing the driving styles of staff, the system can be used in conjunction with an appropriate driver training programme to bring about dramatic reductions in fuel consumption.

Having visibility of every driver's performance also enables operators to address issues such as over-revving and harsh acceleration and braking, all of which can lead to higher accident rates, increased wear and tear and maintenance costs. For the fleet manager, information is delivered direct to the desktop via FM Web, MiX Telematics' secure internet-based reporting suite. Available 24/7, FM Web can be customised to automatically generate individually-tailored reports at a time of the operator's choosing.

To help drivers out on the road, the optional MiX Telematics RIBAS display delivers instant feedback by providing an on-board visual indicator as to driving style. Whenever one of RIBAS' parameters is exceeded, a light is illuminated to inform the driver:

R over **R**evving
I excessive **I**dling
B harsh **B**raking
A harsh **A**cceleration
S over **S**peeding

In addition, Fleet Manager can be used in conjunction with a PDA to manage a range of tasks including daily safety checks and delivery/collection confirmation in real time. When linked into existing office software, Fleet Manager provides a direct channel of communication between vehicles and the traffic office, thereby providing a valuable and powerful business tool.

Every Fleet Manager solution comes with the full backing and support of MiX Telematics. From setup and integration into existing operations, through to providing advice on introducing the system to drivers and interpreting the results, MiX Telematics' consultants work closely with operators to help maximise the return on investment in the shortest possible time frame.

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