

GreenRoad Delivers Data into Hands of Drivers with Fleet Industry's First Driver Performance Mobile App

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GreenRoad Central data portal for fleet managers also upgraded

London and Redwood City, CA, – May 15th, 2012 — GreenRoad (<http://www.greenroad.com>), the leader in driver performance and safety management, today announced the GreenRoad Central mobile app for drivers, the fleet industry's first mobile app designed and optimised to give drivers anytime, anywhere access to key performance data. The app runs on Apple iOS devices (iPhone, iPad, iPod Touch) and Android mobile and tablet devices. It is available now to download from app stores.

GreenRoad is putting the power of driver performance data and analysis into a mobile app expressly for fleet drivers for the first time. Now drivers can use their smartphone to access their Safety Score, idling rate, team rank, trip details from the past seven days, and GreenRoad 'quick driving tips'. These insights enable drivers to self-correct and improve their driving, saving money through better fuel efficiency, crash reduction and eco-friendly driving.

More than 100 drivers in the UK have been using the beta version of the app since the beginning of April. Lisa Brown, First UK Bus (<http://www.firstgroup.com/ukbus>) DriveGreen (<http://greenroad.com/customers/firstgroup>) programme champion for the Norfolk region said, "The app is very easy to use. Drivers love it because they can see their score with a quick glance without needing to be sat at a computer. While our drivers aren't allowed to use phones while they are driving, they find being able to use the app when they're off duty or when they've returned to the depot useful. Having this information available easily via a mobile app seems to really help keep drivers engaged and focused on improving their own driving."

GreenRoad is the leading driver performance and safety management fleet service. Using mobile and cloud technology, GreenRoad helps drivers self-improve. Companies using GreenRoad save money as better drivers use less fuel, crash less frequently, and cause less vehicle wear-and-tear.

'Connected Fleet' for Drivers, Fleet Operators

GreenRoad embraces the 'Connected Fleet' where mobile, cloud computing and real-time insights enable fleet managers to save money, maximise fuel efficiency and minimise risk.

"Mobility is a cornerstone of the connected fleet, and driver engagement is a cornerstone of the GreenRoad service. GreenRoad is committed to delivering its services in the most convenient way for drivers and managers, on their mobile devices," said Karen White, vice president of product marketing at GreenRoad.

"Through web-based services and mobile technologies, fleets are connecting managers and drivers in ways that dramatically improve efficiency, reduce the cost of information technology, and overcome some of the age-old challenges of managing a mobile workforce," continued White.

New Functionality Added to GreenRoad Central

GreenRoad is also delivering an upgrade to its online management console, GreenRoad Central. New functionality helps fleet operators more quickly gain insight into fleet driver performance for rapid response. New features include:

- Saved Reports – now fleet managers can create and save custom report configurations saving time whenever reports are needed: daily, weekly, monthly or quarterly
- Simplified Look & Feel and Navigation – icons and navigation menus have been refreshed for easier access to key data.
- Auto-Search – a driver, team or vehicle dashboard can be found quickly and easily with new auto-search capability. Common searches can be saved in a customised dashboard favourites list
- Performance Improvements — overall response times have been improved delivering fleet data faster and more conveniently.

GreenRoad Future Plans for Mobile Devices

GreenRoad will be delivering a mobile app optimised for fleet managers later this year. The GreenRoad Central mobile app for managers will deliver fleet data and insights for on-the-go fleet operators who need access to fleet driver performance data anytime, anywhere.

App Availability

GreenRoad Central mobile app for drivers is available for download today, May 15th, 2012, from the Apple and Android app stores by searching for GreenRoad Central. Drivers must be enrolled with the GreenRoad service.

About GreenRoad

GreenRoad is the leader in driver performance and safety management. The unique GreenRoad Driver Improvement Loop™ helps fleets achieve significant cost savings by immediately improving driver performance with advanced in-vehicle mobile technology and change management best practices. Proven across 85,000 drivers worldwide, in all vehicle types and industries, GreenRoad dramatically reduces fuel consumption and crashes so customers realise positive ROI within 60-90 days. For more information, please see www.greenroad.com

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