

Centrebus Chooses GreenRoad to Boost Safety and Fuel Efficiency

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Improved Driving Helps Centrebus Enhance Passenger Comfort

London – June 6, 2012 — GreenRoad (<http://www.greenroad.com>), the leader in driver performance and safety management, today announced that Centrebus (<http://www.centrebus.info>), one of the fastest growing bus operators in the UK, has selected GreenRoad to improve its miles per gallon, reduce collisions and cut insurance premiums.

In spring 2012 Centrebus started using GreenRoad in 77 buses in Elland, West Yorkshire, and at its Bowers depot at Chapel-en-le-Frith, Derbyshire, while evaluating GreenRoad for its entire fleet of 400 buses.

By providing in-cab, real-time feedback on driving performance, GreenRoad is helping 140 Centrebus drivers to self-correct and improve their driving, saving money through better fuel efficiency, accident reduction and eco-friendly driving.

“I’m very positive about GreenRoad. We have been impressed with the fuel savings and the improvements we’ve already seen in driving standards,” said David Brookes, regional operations manager at Centrebus. “Even a minor incident has a major impact on our business, impacting our schedules, passengers and drivers. By cutting risk we have the potential to reduce vehicle damage, wear and tear, insurance claims and even premiums.

“We’ve found that the beauty of GreenRoad is the web-based driver interface which encourages enthusiastic drivers to log on and self-manage their improvement, giving local management more time to coach and support higher risk drivers,” added Brookes.

“Centrebus maximises efficiencies with a low cost operating model and minimal overheads. As a result it can make a business running bus routes that other operators would not be interested in,” commented Andy Cozens, senior consultant, GreenRoad. “Centrebus is bringing this same approach to its fleet management by choosing GreenRoad to deliver a speedy return on investment through reduced fuel consumption and fewer incidents.”

Using mobile and cloud technology, GreenRoad helps drivers self-improve. It provides drivers with instant feedback about unsafe manoeuvres using the traffic light LEDs on the dashboard as well as detailed analysis and recommendations for drivers, depot managers and insurance partners online. Both large and small bus and coach operators have cut risk and fuel consumption with customers including First Group (<http://greenroad.com/customers/firstgroup>), Stagecoach (<http://greenroad.com/press-releases/stagecoach-multi-million-pound-investment-in-eco-driving-technology>), EYMS (<http://greenroad.com/blog/idling-case-study-east-yorkshire-motor-services-limited>), Network Warrington, Rossendale Transport, D&G Bus and Newport Transport (<http://greenroad.com/press-releases/greenroad-adds-more-prestigious-customers-to-its-bus-coach-portfolio>).

Companies using GreenRoad save money as better drivers use less fuel, have fewer accidents, and cause less vehicle wear-and-tear. 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. A typical customer sees up to a 10% reduction in fuel-consumption and emissions as well as a 50% reduction in collision costs.

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

MEDIA CONTACT

Rachel Postlethwaite

Breakaway Communications

+44 7949 883636

rp@breakawaycom.com <<mailto:rp@breakawaycom.com>>