

GreenRoad and Iron Mountain Reap Awards For Safety

Submitted by: Breakaway Communications

Wednesday, 27 June 2012

Recognised for Driver Safety Success by CIHT, BSIF and Brake

GreenRoad (<http://www.greenroad.com>), the leader in driver performance and safety management, today announced that it has won the CIHT (Chartered Institution of Highways and Transportation) / Costain Road Safety Award (<http://www.ciht.org.uk/awards2012>) 2012 and the Safety Excellence Award at the BSIF Safety Awards (<http://www.bsif.co.uk/bsif-safety-awards>) in partnership with its customer Iron Mountain Europe (<http://www.ironmountain.co.uk>). In addition, Iron Mountain has been recognised for its success (<http://greenroad.com/uk/customers/iron-mountain>) using GreenRoad winning the Fleet Safety Forum's Safe Vehicles Award (<http://www.fleetsafetyforum.org/events/fleetsafetyawards.aspx>) from Brake (<http://www.fleetsafetyforum.org/events/fleetsafetyawards.aspx>).

GreenRoad received the Road Safety award at the 7th Annual CIHT Awards ceremony on 14 June at Gibson Hall, Bishopsgate London with Her Royal Highness, The Princess Royal, as principal guest for the evening. The Awards are a celebration of the highways and transportation industry, rewarding the remarkable achievements of those working in the sector and to promote their professionalism and best practices to a wider industry audience.

GreenRoad won a BSIF Safety Excellence Award based upon its work with Iron Mountain, helping its fleet achieve major improvements in occupational safety over the past 12 months. In particular, the award recognised Iron Mountain's achievements using the GreenRoad speed-by-speed zone feature to highlight speed violations by drivers. The awards at the 2012 Health & Safety Exhibition recognise excellence within the safety industry, excellence in customer service, product innovation and the improvement of occupational health and safety.

Iron Mountain Win

On 14th of June 2012, GreenRoad customer Iron Mountain received the Brake Fleet Safety Forum's Safe Vehicles Award. This award recognises organisations that have made significant improvements to the safety of their vehicles. Through effective maintenance procedures and using GreenRoad across its fleet of 430 HGVs and LCVs, Iron Mountain reduced incidents by 11% in 2011, on top of a 71% reduction over the two previous years, and significantly increased fuel efficiency.

Iron Mountain was also highly commended in Brake's eco-fleet award category because it has cut fuel consumption through its use of GreenRoad and by minimising grey fleet use for internal meetings. It has reduced annual mileage by more than a million miles, and fuel usage by almost 100,000 litres.

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 fleets have cut risk and fuel consumption with UK customers including First Group (<http://greenroad.com/customers/firstgroup/>), Stagecoach (<http://greenroad.com/press-releases/stagecoach-multi-million-pound-investment-in-eco-driving-technology>)

, Osborne (<http://greenroad.com/press-releases/osborne-to-deploy-greenroad-to-increase-driver-safety/>) and Bunzl (<http://greenroad.com/press-releases/bunzl-catering-supplies-to-deploy-greenroad%E2%84%A2-nationwide/>) .

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

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