

# Big Bus Tours To Expand Use of GreenRoad Worldwide

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Cutting Driving Risk and Delivering a Comfortable Ride for Tourists

London, July 12th 2012 — GreenRoad (<http://www.greenroad.com>), the leader in driver performance and safety management, today announced that Big Bus Tours (<http://www.bigbustours.com>), the largest operator of open-top sightseeing tours in the world, is expanding its use of GreenRoad from London, Dubai and Abu Dhabi to its fleet of 17 buses touring San Francisco ([http://www.bigbustours.com/eng/sanfrancisco/custompage.aspx?id=tour\\_of\\_san\\_francisco&gclid=](http://www.bigbustours.com/eng/sanfrancisco/custompage.aspx?id=tour_of_san_francisco&gclid=)). It is also considering deploying GreenRoad in a further 88 buses in Hong Kong, Shanghai, Washington DC, Las Vegas and Miami.

GreenRoad has already reduced driving risk 60% for the 70 buses in London where it has been in use by 110 drivers since 2010. The blameworthy incident rate is now just 1 per 20,992km. Dubai and Abu Dhabi have also seen driving performance improve.

Using mobile and cloud technology, GreenRoad helps drivers self-improve. It provides drivers with instant feedback about their manoeuvres using the traffic light LEDs on the dashboard as well as detailed analysis and recommendations for drivers and depot managers.

“Unlike other bus operators speed is not an issue as our drivers remain under 20 mph while our passengers can take in the sites. But GreenRoad gives us peace of mind about the quality of the ride our customers’ experience - and this is of utmost importance to us,” said Gerry Price, Group Commercial Director.

Rather than relying on the feedback from customers and the police, which tends to focus on problems, Big Bus can now understand exactly how its drivers are performing and is looking at rewarding those drivers with the safest GreenRoad scores.

“Our drivers appreciate being recognised for good driving skills. As many of our drivers have part-time, seasonal contracts, GreenRoad ensures we hire back the best drivers available. Furthermore, as we are effectively paying the majority of third party claims ourselves through our self-funded account, the reduction in incidents thanks to GreenRoad has had a positive impact on our bottom line,” added Price.

According to John Dimmer, GreenRoad Senior Programme Manager, “Big Bus has taken the unusual step of deploying GreenRoad in countries where we do not have operations. By taking the initiative and assuming responsibility for installation and operational support locally, Big Bus has demonstrated that it is possible to reap the benefits of GreenRoad in diverse circumstances.”

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. UK customers include 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>).

#### About Big Bus Tours

Big Bus Tours is the largest operator of open-top sightseeing tours in the world, providing sightseeing tours in thirteen cities across three continents. It was formed by the merger of two established sightseeing tour businesses: the Big Bus Company Ltd - based in London, and Les Cars Rouge - based in Paris. The two businesses, each with over 20 years of successful tour experience, decided to combine their expertise, creating Big Bus Tours in May 2011. Big Bus Tours is currently planning further expansion in the US, Europe and Far East

#### 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 95,000 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](http://www.greenroad.com)

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