

# Kerry Foods Direct to Store Signs up for GreenRoad

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Crashes Cut to Zero and Fuel Reduced 9% at Shepton Mallet Depot

London, UK– July 30th, 2012 — GreenRoad (<http://www.greenroad.com>), the leader in driver performance and safety management, today announced that Kerry Foods Direct to Store (<http://www.kerryfoodsds.co.uk>) (KFDS) has chosen GreenRoad to make its nationwide fleet of 3.5 tonne temperature-controlled vans safer and more fuel economical.

GreenRoad is being deployed across its fleet of 330 vehicles driven by 450 drivers across 26 Sales Centres. This follows a trial at KFDS' Shepton Mallet depot since September 2011 that has resulted in crashes being cut to zero and has helped cut costs of vehicle damage and repairs. At the same time, Kerry Foods cut its fuel bill by 9 percent as all 16 drivers became safer, greener drivers.

“We chose GreenRoad because it offers the latest in technology innovation as well as engaging with the driver and providing constant coaching in the cab,” said Andrew Redstone, Operations Director, Kerry Foods Direct to Store. “Our drivers serve as sales representatives and they have a wealth of sector and product knowledge. Given the responsibility they have representing the KFDS brand, we believe it is appropriate that GreenRoad also gives the drivers responsibility for their driving performance. This way they remain in control of their destiny.”

He continued, “I have become a major fan of GreenRoad. We now have access to information about how our drivers are performing enabling us to pinpoint areas that need improvement.”

GreenRoad provides a proactive approach to smarter and safer driving. Because driving decisions are responsible for 90% of all accidents and up to 33% of fuel spend, the most effective way to reduce risk and improve efficiency is by focusing on driver decision-making.

GreenRoad provides instant feedback on driving performance on the dashboard using a red-amber-green LED display. Through its online portal, GreenRoad provides drivers and fleet managers with real-time, comprehensive feedback, online reporting, analysis and coaching on their abilities, manoeuvres and patterns. As a result, GreenRoad positively impacts both conscious and unconscious driving behaviour – the key to creating more fuel-efficient and safer drivers.

A division of Kerry Foods, KFDS is the UK's leading chilled distribution service to the convenience store sector, providing deliveries to 15,000 outlets six days a week using national distribution centres in Manchester and Swindon and a network of 26 regional Sales centres.

About GreenRoad

GreenRoad is the leader in fleet driver performance and safety management. The unique GreenRoad Driver Improvement Loop™ uses technology-based, personalised driver self-improvement to immediately transform driving culture and deliver the best drivers on the road. Proven across 70,000 drivers worldwide, representing innovative fleets from all industry segments, GreenRoad dramatically reduces crashes and

fuel consumption so customers realise positive ROI within months. The company is headquartered in Redwood City, California, with offices throughout the U.S., the UK and Israel. For more information, visit [www.greenroad.com](http://www.greenroad.com).

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