

Maxoptra shortlisted for 2016 Fleet Hero Award

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London, 10 November 2016: Maxoptra, the dynamic route planning software solution, has been shortlisted for a 2016 Fleet Hero Award in the category of Fleet Supplier. Designed to celebrate sustainable fleet management, and organised by the Energy Saving Trust, the Awards ceremony is a leading event in the fleet industry calendar. Showcasing organisations that are proactively cutting carbon emissions through innovative transport policies, improved fleet efficiency or, as in the case of Maxoptra, the provision of cost and fuel saving products and services to fleets, the awards will be presented at a prestigious ceremony at the London Transport Museum on the 24th November.

“Routing and scheduling solutions are proven to reduce mileage, fuel consumption and CO2 emissions. However, historically these solutions have only been accessible to operators of larger fleets,” commented Stuart Brunger, Maxoptra’s Business Development Director. “Maxoptra allows small businesses to take advantage of the same benefits, and we are delighted to be recognised by the Energy Saving Trust for this.”

The 2016 Fleet Hero Awards are organised by the Energy Saving Trust, an independent and impartial organisation providing evidence-based advice and research that helps people save energy every day, and make more sustainable transport choices.

“With nearly twenty years’ experience of providing SaaS solutions to fleets in the UK and overseas we know that most fleets are small, often less than 15 vehicles. In order to fulfil our vision of reducing the overall impact of these fleets on the global environment – by reducing fuel, by using fewer vehicles, by encouraging the use of electric vehicles – it was absolutely necessary to provide an affordable, easy to use planning solution accessible for smaller fleets which also provides them with an incentivising competitive edge,” added Brunger.

The 2016 Fleet Hero Awards, taking place on the 24th November at the London Transport Museum, will celebrate organisations that have implemented – or, like Maxoptra, developed – green solutions, policies and innovations to reduce fleets’ carbon footprints and fuel costs.

Maxoptra is part of Magenta Technology, whose scheduling solutions manage more than 10,000 fleet vehicles worldwide every day.

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