ALPINE TRAVEL

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Alpine Travel Drivers Leading The Way

Alpine Travel is celebrating as more members of its driving team achieve GreenRoad Fleet Elite status.

The Green Road advanced safety & telematics system continuously checks driving manoeuvres & helps improve fuel efficiency, and Alpine Travel's drivers are leading the way in performance measurement.

Fleet Elite status is awarded to drivers when their driving safety, as reflected in GreenRoad's objective driver Risk Scores, are exceptional for an entire year. The focus of the GreenRoad Driver Behaviour system is to achieve strong driver engagement and a personal desire to improve driving safety, supported by effective in-cab coaching and incentive schemes. To this end, the system provides real-time feedback to the driver, enabling self-correction in real-time to prevent incidents. In addition, the system calculates a cumulative Safety Score for each driver that becomes the basis for friendly competitions and bonuses.

"Our goal is always to minimise our carbon emissions and to improve the customer experience", commented Chris Owens, Alpine Travel's Managing Director, "and since we first began using GreenRoad in 2012 we have achieved so much more".

"We have seen our incident levels, fuel usage and maintenance costs drop, and our drivers fully embrace the system and take pride in their improving safety scores. I am delighted to see so many of our drivers now achieving the Fleet Elite Awards, they are a credit to our organisation and these achievements demonstrate Alpine's ongoing investment in the business".

Ends

Alpine Travel
With over 50 years' experience, Alpine Travel is the largest independently owned coach tour operator in North Wales, with a fleet of over 80 vehicles and 100+ employees. Situated in Llandudno, Alpine is within easy reach of the major international airports of Birmingham, Liverpool & Manchester.
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