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Alpine Travel Renews GreenRoad Driver Behaviour System for Another 3 Years

- **Alpine Travel began using the GreenRoad system 6 years ago and now has deployed it on 80% of its buses**
- **Stunning results: 60% reduction in risky manoeuvres, sharp reduction in incident levels, fuel usage and maintenance costs**

GreenRoad Technologies, a leading provider of fleet safety management solutions, today announced that Alpine Travel, a customer since 2012, has renewed its contract for the GreenRoad Driver Behaviour System for another 3 years.

Over the past six years, Alpine has deployed the GreenRoad system on approximately 80% of its buses, resulting in a significant reduction in incidents and associated insurance premiums, fuel consumption and vehicle wear and tear.

“When we first began using GreenRoad, our goal was to minimize our carbon emissions and to improve the customer experience,” commented Mr. Chris Owens, Alpine Travel’s Managing Director. “But over time, we have achieved so much more.”

“Within a short period of time, our ‘risky manoeuvres’ fell by 60%, and, with them, our incident levels, fuel usage and maintenance costs,” continued Mr. Owen. “Our drivers embraced the system and took pride in their improving safety scores. Today, GreenRoad is an inseparable component of our safety and educational programmes and we can’t imagine operating without it.”

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.

For management, the system’s trending tools highlight drivers, routes, vehicles and/or depots that need attention.

“We are pleased that Alpine has achieved such an exceptional safety record using our technology, a tribute not only to our system but also to its ongoing commitment to safety management and driver training,” commented Mr. David Ripstein, GreenRoad’s President and CEO. “We are proud that they turn to us for ongoing support as they pursue their goal of zero incidents, minimal fuel emissions and the best-ever customer experience.”

About Alpine Travel

Alpine Travel, the largest independently-owned coach operator in North Wales, is a family-owned business that provides top-quality transportation services to local school authorities, private clients and chartered tour operators, while also operating open-top sightseeing buses, and marine Drive vintage tours. Alpine is a member of the Confederation of Passenger Transport and Coach Marque.

About GreenRoad

GreenRoad, a global leader in driver behaviour technology, provides highly effective fleet driver safety and compliance solutions. Currently used by more than 100,000 drivers, the GreenRoad solution employs advanced real-time, in-vehicle feedback and change management methodologies to promote meaningful, lasting change in driver behaviour. In addition, GreenRoad’s data-based predictive analytics give fleet managers the information they need to optimise overall fleet management. As proven by deployments with hundreds of customers in the bus & fleet, utilities, logistics, oil & gas, construction and other industries, the GreenRoad solution improves safety, minimises operational costs, reduces risk and enhances compliance.

For more information, please visit www.greenroad.com, and follow GreenRoad on [Twitter](#) and [Facebook](#).

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