



## *FirstGroup Focuses on Environment and Comfort*

*FirstGroup, the world's largest bus operator, decided to roll out the GreenRoad driver coaching service to its fleet of 9,000 buses in the UK after a trial of the service showed a significant decrease in emissions and unnecessary driving manoeuvres.*

### About FirstGroup

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FirstGroup plc is the world's leading transport operator with revenues of over £6 billion. It employs some 136,000 staff throughout the UK and North America and transports more than 2.5 billion passengers a year.

FirstGroup is Britain's largest bus operator, running more than one in five of all local bus services and carrying 3 million passengers a day in more than 40 major towns and cities. FirstGroup is the leader in safe, reliable, innovative and sustainable transport services -- global in scale and local in approach.

### Background

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For any bus operator, the ability to drive more economically, safely and smoothly benefits not only the company but its passengers too.

As the UK's largest bus operator with 9,000 vehicles, First believes it has a responsibility to lead the market in making its fleet the most fuel efficient and the safest in the UK. By using the GreenRoad Service, First anticipates meeting its goal of reducing its CO2 emissions by 130,000 tonnes over three years.

Branded DriveGreen, the service is being rolled out across First's national fleet after the company realised major improvements in all key areas during an extensive trial of GreenRoad's service on 1,000 buses in London, Bradford and Glasgow. The service combines automated in-vehicle driver coaching with integrated Web-based applications that continuously rate driving skills and behaviour and provide real-time feedback to drivers. GreenRoad continuously measures those manoeuvres which most impact safe driving, fuel efficiency and emissions. Green, amber and red lights in the cab give drivers an instant indication of the nature of their acceleration, braking and manoeuvring. On returning to bus depots, or even their own homes, drivers and depot managers can view the overall quality of their driving over the internet. A score is allocated to each driving session, giving drivers the opportunity to improve their driving and help play their part in tackling environmental issues.

Often, the introduction of any new technology or service can be met with scepticism in a company, but First and GreenRoad worked together to ensure that drivers understood that DriveGreen was beneficial to them and empowered them to do their job better and in a more environmentally-friendly manner.

Nicola Shaw, Director for First Bus in the UK, Ireland and Germany said: "The drivers

*"The great thing about this project is that our drivers are the ones who can make a significant difference and they are real 'green' champions. By changing their driving habits by just a small fraction then the gains in terms of environmental efficiency are huge, as well as in areas such as the cost of fuel to the business and the safety and comfort of our passengers," said Nicola Shaw, Director for First Bus in the UK, Ireland and Germany.*

<b>CHALLENGES:</b>	First wanted to reduce fuel consumption, enhance safety and improve passenger comfort
<b>SOLUTION:</b>	Deployment of GreenRoad's service across First's UK bus fleet
<b>RESULTS:</b>	<ul style="list-style-type: none"><li>• 70% decrease in the number of unnecessary driving manoeuvres</li><li>• Significant reduction in emissions</li></ul>

that I have spoken to are very enthusiastic about the project and especially enjoy being empowered to play their part in helping to protect the environment for themselves and their children."

"To give drivers even further incentive, we have provided a £2 million reward pot and will look to reward those drivers who achieve and maintain the highest standards of driving."

Indeed, the drivers' unions have seen the benefits of introducing the system. Jimmy Burroughs, spokesman for the Unite Union, said: "This will improve the working environment of the drivers. Any system that is put in place that helps a driver to self-assess and improve is a benefit."

## Results

Since the trial began in March 2009, the three depots involved initially have reported a 70% decrease in the number of manoeuvres proven to affect fuel efficiency and the smoothness of the ride.

Because they are driving with greater attention, drivers in the trial were found to be using less fuel and therefore lowering emissions, to the point where First believes it is possible to hit its three-year target of reducing emissions by 130,000 tonnes.

"This is a significant step in our efforts to improve the comfort and safety of our bus services as well as making a real environmental difference to the world that we, and future generations, will live in." said Shaw.

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our drivers are the ones who can make a significant difference and they are real 'green' champions. By changing their driving habits by just a small fraction then the gains in terms of environmental efficiency are huge, as well as in areas such as the cost of fuel to the business and the safety and comfort of our passengers."

## Future Plans

In what will be one of the biggest driver training and information programmes in the UK, First planned to roll out the technology to its entire fleet of 9,000 buses across the country by the middle of 2010 -- a move which should see environmental benefits from Aberdeen to Penzance and from Norwich to Swansea.

"With this deployment, First is showing just how seriously it takes its responsibility to its drivers, its passengers and the wider community," said Aidan Rowsome, general manager of GreenRoad Europe.

"Customers recognise that public transport is a greener way to travel. But First Group is taking innovative transportation to an entirely new level, making bus travel even more eco-efficient, comfortable and safe."

For passengers, there is the obvious benefit of increasingly smooth and comfortable journeys. This smoothness, however, brings an added advantage: Smoother driving invariably means better fuel economy, especially in a large vehicle such as a bus in which keeping momentum constant is vital for efficiency. And better fuel economy means operating costs are lowered, ensuring that fares can be kept down.

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