



## **Sleafordian on the “Greenroad”**

Forward thinking Sleafordian Coaches have made the decision to install a vehicle tracking system onto their fleet of 28 coaches and buses. The system shows the current location of a vehicle, the route it has taken to get there, potential safety hazards enroute and also constantly monitors the way the driver controls the vehicle.

Managing Director Mark Broughton stated “Our aim is to provide our customers with not only our excellent service but a guarantee that our drivers operate our vehicles to the highest safety standards. In order to do this it is vital that we have as much detailed information on our fleet as possible in order to identify potential safety issues, to help protect the environment and to function economically.

An additional benefit we will see is the feedback data gained from the system integrated into our in house training programme delivering the driver CPC programme. This CPC qualification becomes law in September 2013 and requires all coach and bus drivers to complete 35 hours of additional training every 5 years. Through helping our drivers to hone their skills Sleafordian can provide safer and more economic driving.

Our Company recognises that we have a duty to of care to the environment and our aim is to further reduce our fuel emissions using our new system alongside our current green activities. Currently, considering the ever rising cost of road fuel and ever reducing world stocks, we feel we have managed to maintain cost increases at a very reasonable level.

In the near future, through our partnership with Greenroad, we hope to give parents the opportunity to access a temporary password that will enable them to log onto the Greenroad system to track exactly where their child’s coach is when returning from a school trip.”

To find out more about the system visit the Greenroad website at [www.greenroad.com](http://www.greenroad.com)