

Press release

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Daimler FleetBoard clinches ground-breaking telematics deal with Tesco



Daimler FleetBoard has landed a prestigious £2.2-million deal which is being heralded as one of the most significant ever won by a commercial vehicle telematics provider in the UK.

Tesco has begun fitting FleetBoard systems to its entire distribution fleet of 1,800 trucks following a six-month trial that produced dramatic reductions in carbon emissions.

The supermarket giant now expects to slash its annual CO² output by a staggering 10,000 tonnes, as well as save nearly £5 million a year in fuel costs.

The trial was conducted last year and involved 25 Mercedes Axor tractor units working from a distribution centre in Lichfield, Staffordshire.

Tesco hoped it would lead to a fall in fuel consumption of at least four per cent; in fact, FleetBoard Vehicle Management achieved an average reduction of 7.2 per cent.

Tesco Transport Director Alex Laffey confirms: "Tesco is committed to reducing its carbon footprint across all areas of the business, which explains why we were recently awarded the coveted Carbon Trust Standard for the UK's greenest supermarket chain. The further reductions in fuel consumption that we now look forward to achieving with the help of FleetBoard services will make a significant contribution towards this goal. The FleetBoard system has been well received by the drivers at our Lichfield operation, who have embraced it with enthusiasm, and I am confident this experience will now be mirrored nationally."

Daimler FleetBoard offers a range of telematics-supported Internet services for Vehicle Management. Its hardware can be line-fitted at Mercedes-Benz truck factories or retrofitted to all makes of modern commercial vehicle; although Mercedes units form the backbone of the fleet keeping the shelves stocked at Tesco's 2,282 UK stores, FleetBoard hardware is also being fitted to DAF vehicles based in Scotland.

FleetBoard analyses driver performance against a range of criteria and highlights areas in which improvements can be made. These include over revving, harsh braking, idling, speeding and 'green band' driving.

For the first four weeks of the Lichfield trial, no instruction was given and no feedback provided to Tesco's drivers. Their average score at the end of the month was 73 out of 100.

"These initial results confirmed that our drivers were already driving to a good standard," recalls Tesco Project Manager Mary McKenna, "although there was clearly room for improvement."

At this point a cross-section of 50 drivers with good, average and relatively poor individual scores were given a one-hour briefing on defensive driving techniques. The capabilities of the FleetBoard system were explained and weekly reports on their performances then produced.

“The results were very impressive indeed,” says Ms McKenna. “By the end of the trial the average driver’s score had risen to 93, an improvement that translated into significantly reduced fuel consumption.”

“It’s only when you see outcomes like this that you fully appreciate the potential of the FleetBoard technology,” continues Ms McKenna. “We will soon be emitting a lot less CO² into the atmosphere, while we estimate that through fuel efficiency gains the system will pay for itself in less than six months.

“The drivers love the FleetBoard system and are instinctively competitive about their individual scores, so much so that they’ve even set up their own league table. Many of them have young families of their own so they share our concern for the environment and appreciate that we’re doing our best to reduce our carbon footprint.”

And Ron Thompson, General Manager at Daimler FleetBoard UK, adds: “Some companies only pay lip service to their ‘green’ aspirations but Tesco are determined to make a real difference, a fact they have demonstrated by their professional approach and commitment to this project.

FleetBoard offers a number of additional benefits over and above fuel savings and CO² reductions, and I know that Tesco is also looking forward to evaluating these over the months to come.”

www.tesco.com

www.fleetboard.com

About FleetBoard

Daimler FleetBoard GmbH was established in 2003 as a wholly-owned subsidiary of Daimler AG and currently has over 140 employees. The company combines many years of experience in the truck sector with a wide range of IT know-how in order to support the freight-forwarding and logistics industry with telematics-based internet services. Since launching its FleetBoard services in 2000, the company, which is certified according to DIN ISO 9001:2000, has installed its systems in over 50,000 trucks. It has a registered office in Stuttgart, Germany, while FleetBoard business in the UK is operated through its own sales and distribution company, Daimler FleetBoard UK Ltd, which is based in Tamworth, Staffordshire. FleetBoard sales representatives, who are experts in telematics, operate throughout the whole of Europe as well as in the Middle East, South Africa and Brazil. Daimler FleetBoard is growing all the time and constantly expanding its range of products and services. With market-leading standard systems and its own computer centre, the company provides clearly understandable and future-proof solutions which can easily be integrated into existing freight-forwarding programs.

For more information please contact:

Mark Fisher, Steve Warren or John Ripley,

Impact Press and PR Ltd, 01789 491700