

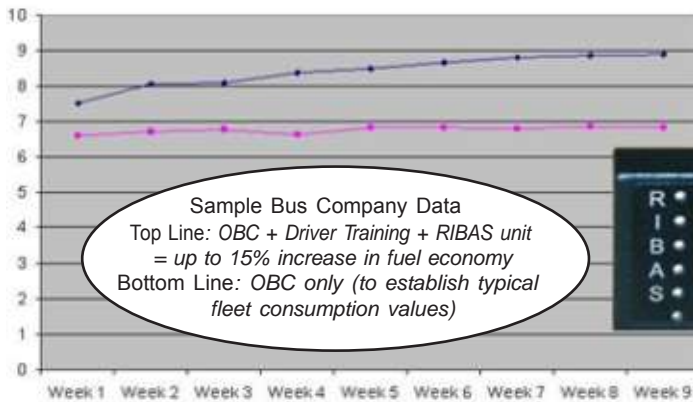
## Go Ahead Group UK

**FLEET SIZE:** 3500 Buses  
**OPERATION:** The Go Ahead Group owns bus companies throughout the country, with particular expertise in heavily congested urban areas.  
**REGION:** UK



### Installation at Oxford Bus Company

- ▲ **Week 1** installed OBC in 150 buses, recorded baseline data
- ▲ **Week 2-4** 232 drivers received one-day RIBAS driver training
- ▲ **Week 5** installed RIBAS unit in 150 buses
- ▲ **Week 7** activated Bus Stop Idle indicator light on RIBAS unit



### Results - Newsletter outlines incentive program

- ▲ The entire Go Ahead installation is on track for a minimum savings of £3 million per year in fuel alone, without taking into account reduction in vehicle wear and tear and reduced accident rates.
- ▲ Depots have seen reductions of 70%-80% in idle alone.
- ▲ One depot had a total idle figure of 167 hrs per week for 120 vehicles at the start of the project. That rate is now down to 35 hrs per week! With the buses burning about 3 litre/hr at idle, that's 396 litres less fuel for one depot for one week.
- ▲ The GoAhead ROI period was 8 months, but will likely be earlier, as the project is performing better than expected.
- ▲ Any low-scoring drivers now receive needed training and the best scoring driver for the year receives a £500 prize.
- ▲ Go Ahead's customers, the bus passengers, now enjoy a much smoother ride, with no harsh starts and stops.
- ▲ The local traffic wardens in Oxford are happy with fewer citations for buses exceeding the "one minute idle per bus stop" regulation.

