



AUTOCARS PASCAL

FLEET SIZE:

63

INDUSTRY:

BUS AND COACH

REGION:

FRANCE

SOLUTION:

MiX Fleet Manager with RIBAS Display



OVERVIEW

Founded in 1963 by Roland Pascal, AUTOCARS PASCAL is a tourism and coach transportation company based in Agen (France). With a fleet of 59 heavy vehicles and four light vehicles, the company offers transportation services such as national and international excursions, transport for one-off events, regular trips and minibus rentals. It also operates a regular regional line between Anger and Villeneuve sur Lot (France). The company employs 70 people, including 62 drivers.

BUSINESS CHALLENGE

Before choosing a MiX Telematics solution, AUTOCARS PASCAL had an average fuel consumption of 31.6 litres/100 km, which represented a fuel cost and carbon footprint that was much too high, according to its board.

So the company decided to opt for a solution that would help to reach clear and measurable goals, being to reduce its fuel consumption by 10,000 litres per year and reduce the release of CO₂ by 26.5 tonnes per year.

SOLUTION PROVIDED

In 2012, AUTOCARS PASCAL equipped its coaches with a MiX Telematics fleet management solution with RIBAS. The RIBAS Display is an in-cab driving aid that informs drivers in real-time about their driving behaviour. Thanks to visual and audible warnings, drivers are given feedback when they are about to reach or cross predefined thresholds regarding over-revving, excessive idling, harsh braking, harsh acceleration and over-speeding.

Upon implementation, MiX Telematics channel partner SIRAC helped the company identify consumption “parasites” that generate CO₂, mainly those related to bad driving habits. They also informed drivers of the benefits of the system if used properly.

Soon the RIBAS system took over. Thanks to the MiX Telematics solution, AUTOCARS PASCAL was able to isolate the driving behaviours that had been contributing to excessive fuel consumption and establish targeted improvements per driver: harsh braking for some of them, over-revving for others – each of the anomalies were dissected. The production of results in real-time on different vehicle ranges is a key element of generating awareness for taking on board the solution and it maximising its effectiveness.

RESULTS OBTAINED

As a direct result of the RIBAS, average fuel consumption dropped to around 28.5 litres/100 km, equating to a reduction of 3.1 litres/100km and 7.2 tonnes of CO2 emissions per vehicle per year.

The saving is estimated to be worth between 8-10% or, by vehicle range, €210 (ex. Vat) per vehicle per month. The return on investment is an immediate gain of four times the amount of the original investment.

As a consequence, passenger comfort was also improved. Now that fuel-efficient driving methods have been implemented, this has made for smoother and more comfortable journeys for passengers. The drivers self-regulate their stress and the rounds also gained in regularity.

ABOUT SIRAC

Sirac is a leader in the distribution of fleet management solutions for vehicles and equipment. With more than 5,000 customers, SIRAC resumed telematics activities of Siemens VDO France developed by MiX Telematics.

The Sirac team service nearly 30,000 heavy vehicles in France across various industries including blue light, bus and coach, construction, transportation of fresh produce, transportation of hazardous materials and many more.

ABOUT MIX TELEMATICS

MiX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as SaaS to customers in over 120 countries. The company's products and services provide enterprise fleets, small fleets and consumers with solutions for efficiency, safety, compliance and security. MiX Telematics was founded in 1996 and has offices in South Africa, the United Kingdom, the United States, Uganda, Brazil, Australia and the United Arab Emirates as well as a network of more than 130 fleet partners worldwide. MiX Telematics shares are publicly traded on the Johannesburg Stock Exchange (JSE: MIX) and on the New York Stock Exchange (NYSE: MIXT). For more information, visit www.mixtelematics.com.



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