Lucien Kunegal (LK) Group

FLEET SIZE 350 buses and coaches
INDUSTRY Bus and Coach
REGION France
SOLUTION FM Communicator, RIBAS device, FM-Web and MiX Insight Reports

Based in the Alsace region in North Eastern France, Lucien Kunegal (LK) Group is one of the largest independent passenger transport companies in France with eight subsidiary companies throughout the region (Setra, Mercedes, Van Hool).

LK Group is one of the first bus and coach companies to sign the CO2 charter which was established by the French government to reduce CO2 emissions.

Business Challenge

With fuel costs on the steady increase, the primary business challenge for LK Tours was to reduce fuel consumption. The company also wished to cut down on carbon emissions in line with their CO2 charter. A secondary objective was to enhance safety while improving passenger comfort through a smoother driving experience.

Solution provided

In partnership with channel partner SiRAC, LK Tours’ vehicles were fitted with a MiX Telematics fleet management solution. It consisted of an FM Communicator, a RIBAS device, FM-Web and MiX Insight Reports.

LK Tours were convinced by the quality and reliability of the information provided by the MiX Telematics solution. They were also impressed by the company’s level of knowledge and experience within the bus and coach industry.

MiX Insight Reports was used by the driving trainers during the implementation phase to detect and address driving errors. The reports alerted fleet managers to key areas in need of improvement. This provided them with the necessary tools to create new policies and guidelines.

Implementation

The project began with a proof of concept on four vehicles, driven by the trainer at the Schmitt subsidiary, (Eurotours) in Muttershotz.

The project was validated with two principle objectives in mind:

- To increase passenger comfort and safety
- To reduce fuel costs

In the second phase, LK Tours’ internal training department, consisting of three trainers, managed the day-to-day running of the system. As part of the drivers’ mandatory training, they were given 2 - 4 hours of eco-driving training. During this time, they were taught how to improve their driving with the aid of the RIBAS display unit which targets over-revving, excessive idling, harsh braking, harsh acceleration and over speeding.
RESULTS OBTAINED
The first phase of the project demonstrated savings of around €28 000 per year for the Schmitt (Eurotours) business unit of 40 vehicles. Although originally not a primary objective, reduction in stress for the drivers was one of the main motivators which helped gain acceptance of the system. The drivers greatly valued the new "smooth driving" practice which they considered an important improvement in their working conditions.

With the MIX Telematics solution, driving trainers now work with accurate, objective data. They can analyse information about drivers, trips and above all, driving errors, to gain tangible improvements.

A reduction in fuel consumption and CO2 emissions was achieved. Improved driver behaviour also brought about a smoother driving experience for passengers.

The RIBAS display units are programmed by the trainers with specific parameters in place, set by the LK Group.

The RIBAS device became an excellent ally to the trainer as it ensures that good habits developed in the classroom are reinforced once the driver returns to the road. The RIBAS display alerts drivers to errors in the same way as a real life trainer and thereby provides a lasting effect.

ABOUT SIRAC
Founded in 1980 in Colombes, SiRAC is a division of Rauwers Group (established in Belgium in 1919), and specialises in road safety. SiRAC is a market leader in the commercialisation of blue light equipment for emergency and intervention vehicles with more than 4,000 customers, integrating the Federal Signal product range. SiRAC is an authorised channel partner of MIX Telematics, selling and implementing the complete range of tracking and fleet management solutions in France.

ABOUT MIX TELEMATICS
MIX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as Software-as-a-Service, or SaaS to customers in 112 countries. The company’s products and services provide enterprise fleets, small fleets and consumers with solutions for safety, efficiency 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 world-wide. MIX Telematics shares are publically traded on the Johannesburg Stock Exchange (JSE: MIX) and on the New York Stock Exchange (NYSE: MIXT). For more information visit www.mixtelematics.com.

LK Tours, one of the largest independent passenger transport companies in France, experienced a €28,000 saving per year during the first phase of the project.