
newsRELEASE

25 FIRST BORDERS BUS DRIVERS RECEIVE AWARD

25 First Borders bus drivers have been recognised as some of the best on the road. The drivers, who operate from First's Galashiels depot, have been presented with the 'GreenRoad Fleet Elite Award.'

The award is based on driver's 'DriveGreen' performance and is designed to reward and recognise the safest and greenest drivers within the business.

First's unique DriveGreen system sees drivers aim for a score of zero. At the start of every trip, the driver is 'green'. If the driver rapidly brakes or accelerates, the GreenRoad display flashes a yellow or red light, depending on the severity. Points are given for each event and the fewer points a driver has, the better their DriveGreen safety score is.

The aim of the DriveGreen scheme, which was launched in First Borders in 2009, is to provide customers with a safer, smoother journey, whilst also reducing the company's carbon footprint.

First Borders Bus Driver, NAME, was one of the 25 drivers to receive the 'GreenRoad Fleet Elite Award'. The XX year old from XXXXX has been a driver for XX years and said: "I'm really pleased to have received the award. It's important to me that my customers have a safe and a smooth trip.

"Since First introduced DriveGreen a few years ago it has certainly helped me improve my driving skills - I've even had customers compliment me on how smooth their journey is. Now when I am driving the car in my time off I continue to use the DriveGreen principles and drive more smoothly – it's safer and saves petrol."

Paul McGowan, Managing Director, at First Borders, said: "Our drivers have embraced our groundbreaking DriveGreen technology and as a result are providing customers with better, safer journeys and reducing our carbon footprint. I'm very proud that so many of our drivers have earned the Fleet Elite Award."

newsRELEASE

About DriveGreen

Every one of FirstGroup's 6,500 buses, including the XX based in the Borders, are fitted with the latest GPS technology that can detect dozens of driving movements per second and immediately lets the driver know how well they are driving.

The DriveGreen equipment picks up on acceleration and braking patterns as well as corner, lane and speed handling. A 'traffic light' LED monitor on vehicle dashboards displays a static green light if the driver is driving at low risk, or flashes amber or red if a bus driver carries out an unwanted driving manoeuvre such as heavy braking or unnecessary acceleration.

The driver can then make immediate changes to their driving to ensure buses travel more efficiently to produce fewer CO² emissions and more smoothly, improving the journey experience for passengers.

The technology used for DriveGreen is provided by US company, GreenRoad. GreenRoad launched its 'Fleet Elite Awards' in February 2012 recognising good driving behaviour across its clients worldwide.

ENDS

For more information, please contact Niall Dowds, Head of External Comms for First UK Bus, on 01224 650011 or 07860 936671 or email niall.dowds@firstgroup.com

NOTES TO EDITORS

With a fleet of some 400 buses, First Scotland East operates a network of routes serving the city of Edinburgh, Central Scotland, East and West Lothian and the Scottish Borders. It employs around 1,100 staff with its head office based at its depot in Larbert. The company also has depots in Balfour, Bannockburn, Galashiels, Livingston and Musselburgh and outstations in Hawick, Peebles, Kelso and North Berwick. For more information visit www.firstgroup.com/scotlandeast.

First Scotland East is part of FirstGroup, the leading transport operator in the UK and North America. www.firstgroup.com