

VEHICLE TELEMATICS

ROAD TO SUCCESSFUL DRIVING



DATA COLLECTION OF CARS AND DRIVING BEHAVIOR

It has always been the aim of Hópbílar hf. to provide good service, excellent and well educated drivers, good buses with all comfort and safety.

In co-operation with a danish company, Traffilog Nord, vehicle telematics is now being inserted in all our buses which allows data from our vehicles to be communicated to a central management system.

This is an important part of our sustained focus on health and safety and our continued duty of care to keep our staff safe as well as supporting our drive to be more efficient through better control of our costs.

Extensive background work has been carried out to find a suitable supplier who will be able to deliver the system, but to also ensure they meet our needs for our employees and the business. We have awarded the contract to Traffilog, a leading global producer of advanced telematics solutions and services, in support of a greener, safer, and a more resourceful environment.

Vehicle telematics uses a GPS (global positioning system), similar to a Sat Nav device, to monitor and record details about the vehicle which are then fed back to a central management system. The system produces performance reports, available to drivers and managers. From the system we will be able to gather data about the vehicle, driving performance, and vehicle location.

The system will be introduced at meetings with drivers in October. Representatives from Traffilog Nordic will then also hold an introductory meeting in November for all drivers.

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Driving behavior



IMPROVED DRIVING BEHAVIOR—BETTER DRIVING

One of the goals of implementing an electronic communication system is an overview of each driver's driving behavior. Drivers driving behavior is different, so solutions and reactions to information about driving behavior will be personal.

In this way, a complete overview of the entire drive is created, where braking, acceleration while driving, sharp turns, as well as the number of incidents and the total mileage of each driver are monitored.

The communication system creates a clear picture of the efficiency and safety of each driver while driving.

PROFESSIONAL PROCESS

At Hópbílar, we have both faith and expectations of our drivers. With the implementation of electronic communication technology in all cars, we receive information about the entire driving of each driver. A performance interview with each driver will therefore contribute to the professional progress of each driver and thus the driver group as a whole.

CONSTANT FEEDBACK

As data collection increases, more opportunities are created for a professional performance conversation with the driver. It will be possible to call up and print out the driver's performance, see which elements are working well, which elements are working well with the car, but also which elements need to be fixed. Afterwards, each driver can set new goals for the driving ahead. The performance conversation is then repeated, but the "latest numbers" and how goal setting has gone are reviewed.

In this way, we pay attention to which drivers show so-called "key performance indicators" (KPI), which makes it easier for us to use the skills, knowledge and experience of such drivers to pass on to other drivers. Performance measurements are about demonstrating the smooth and comfortable driving and low idle of our cars, which adapts individuals well to the environmental considerations that Hópbílar stands for. Gentle and well-trained driving thereby reduces the emission of greenhouse gases and makes all driving more earth-friendly.

The key elements of the circuit, which can be seen on the side, are therefore:

- ⇒ Key Performance Indicator (KPI)—providing excellent driving attention
- ⇒ Performance measurement—measuring various aspects of each driver's driving
- ⇒ ECO coaching—making drivers aware of earth-friendly driving
- ⇒ CO2 barometer—making drivers aware that comfortable driving reduces greenhouse gas emissions.



WHY DO WE WANT TO IMPLEMENT TELEMATICS IN OUR VEHICLES?

- ⇒ To deliver on our duty of care and ensure legal compliance.
- ⇒ Increase driver/crew safety.
- ⇒ Further reduce road risk through availability of vehicle and driving performance data.
- ⇒ Improve our asset management and maintenance
- ⇒ In addition, telematics may support future capabilities where appropriate and required.

The vehicle will be installed with:

- ⇒ A black box designed to measure safety events.
- ⇒ A driver key reader for driver identification.
- ⇒ A Driver Manoeuvre Awareness System (DMAS) to be used for driver feedback

*SAFETY AND ENVIRONMENTAL IDEALS ARE
IMPORTANT ELEMENTS IN ALL WORK OF HÓPBÍLAR*



ON THE ROAD WITH HÓPBÍLAR

Hópbílar hf. was founded in 1995. The company has always aimed to offer good service, competent and well-trained drivers and good buses with all the basic comfort and safety.

The main projects of Hópbílar hf. are related to tourism and all those who want to travel, companies as well as individuals.

Hópbílar provides school transport and free time transport for Hafnarfjörður town, but also transport for senior citizens and disabled people in the capital area under the name Hópbílar's Driving Service. All transportation for Alcan employees is served by us. Hópbílar also takes care of out-of-town driving on behalf of Strætó Bs.

Safety is an important part of Hópbílar's operations. In 2014, a certified safety management system was implemented according to the international standard OHSAS 18001, now ISO 45001. The standard makes high demands on the company regarding safety issues and related prevention. Seat belts are in every seat, cars go through regular checks and are prepared for the conditions at all times.

Environmental issues are an important part of strategy and operations at Hópbílar. In 2003, the company was one of the first companies in Iceland to implement a certified environmental management system according to the international standard ISO 14001, and since 2020, all bus driving, including school and leisure time driving, has been carbon offset in collaboration with Kolviður. Group cars also run on Biodiesel fuel, which pollutes less and lubricates much better than regular diesel oil.





DMAS (COMFORTABLE DRIVING INDICATOR)

DMAS (comfortable driving indicator): The DMAS indicates the way your passengers experience your driving style. This will be reflected in all the feedback you will get from Traffilog, both immediate and in subsequent feedback. This will indicate whether your driving is comfortable, safe and efficient or not.

What does the DMAS show:

When you turn on the ignition – the blue LED will light up. Whenever an event occurs (hard turning, hard breaking, hard acceleration) the DMAS indicator will show this. The color of the DMAS LED light shows the severity and efficiency of a driving event. When the trip has ended and the ignition has been turned off, the DMAS will beep twice showing a “total trip score”.



TRAFFILOG NORD

Traffilog was formed in the year 2005 by Karsten W. Hjorth, formerly under the name North Securities. The company was renamed Traffilog Nordic in 2014 expanding their business, mainly to Israel where Traffilog Ltd was formed, later named Questar Auto.

Traffilog Nordic operates with telematic solutions in over 16 countries in Europe, North America and Africa. Traffilog Nordic services companies in group tours, public transport, medical services, garbage collection and mining. The purpose is always the same, to implement green thinking and increase efficiency in fleet management.

The values of Traffilog Nordic are:

- ⇒ Commit to customers
- ⇒ Share responsibility to deliver quality
- ⇒ Value customer-centric and proactive attitude
- ⇒ Respect and rely on each other
- ⇒ Embrace, enable and empower innovation

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