

# CELTRAK: DRIVING DOWN FUEL COSTS FOR FLEETS

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**E**arlier this year, telematics technology provider, Celtrak, launched new technology to help companies significantly reduce their road transport fuel bills. New and existing customers of Celtrak in Ireland and the UK are now significantly benefiting from its innovation in this field.

Branded "Festino", Celtrak's solution is a telematics-based application designed especially for the operations management needs of companies involved in three targets sectors; utilities & construction, distribution & maintenance and service & maintenance.

In these challenging times the goals for companies in these areas of commercial transport is to excel in value creation, retain existing customers and grow business. Operational Excellence is the core strategy, delivering services to the market at the lowest total cost with good quality service.

Realising this, Celtrak created Festino to provide companies with new capabilities to monitor their operations, in particular their vehicle fleet. The solution streamlines processes, increases coordination and optimises the utilisation of remote and mobile assets. In addition, the solution reduces and control costs by optimising processes and tightly managing operations.

With cost control in mind, it is predicted that fuel costs are likely to be the most significant cost increase that businesses will face in 2008 and 2009. Companies with a transport division now face huge increases in order to run their vehicles more efficiently. Using Celtrak's technology there are a number of ways in which companies can reduce fuel costs.

## Reducing Unnecessary Mileage

For a fleet, the average "all in" cost could be between €2.00 and €2.50 per kilometre. Therefore, every unnecessary kilometre driven can affect the bottom line dramatically. Many companies see that reducing distance travelled is a significant method to reduce operational costs.

Celtrak provide real-time features that allow the right questions to be asked in terms of each journey taken: Was the journey necessary? Could it have been shorter? Could we out-source the trip to a third party? Should we allow drivers use the vehicles for private use?

## Reducing Idling

It is now well documented that excessive idling leads to fuel wastage. On heavy goods vehicles in particular, one hour of idling can waste up to 4.5 litres of fuel. Celtrak's solution reports on high or unusual idling patterns drawing attention to poor driver behaviour and unnecessary fuel wastage. Celtrak's idling clock immediately reports on any vehicle that is idling over a preset threshold; for instance with the engine running stationary over 3, 5, 10, 15, 30 minutes. This feature alone can save companies up to 8 per cent on fuel costs.

## Scheduling Service Dates

Scheduling vehicle service dates not only minimises unplanned down-time of a vehicle, but more importantly it can reduce vehicle wear and tear. Improving engine performance and vehicle performance means the vehicle will run more smoothly. Ultimately vehicles that are serviced on time will run more efficiently and therefore use less fuel.



## Reducing Vehicles Speed

Speeding can decrease vehicle performance increase. Slowing down by 15 kilometres per hour could result in a 10 per cent decrease in litres per kilometre. Celtrak's reporting suite will alert users to speeding patterns and can be used to train drivers to improve driver behaviour. Reducing speed also results in less emissions which will have a significant impact in the future.

## Monitoring Excessive Fuel Consumption

Celtrak also offers CAN-Bus integration solutions for certain vehicle types, showing accurately if fuel is being consumed excessively. The solution produces information on driving patterns and can be used to improve driver behaviour. CAN-Bus technology provides exact visibility of engine and driver performance and enables driver education to optimise fuel usage. Celtrak's technology tracks fleet activity and enables customers to understand fleet inefficiencies such as excessive idling and matching mileage driven with fuel expenditure reports.

## About Celtrak

Galway headquartered, Celtrak has been a primary supplier of telematics solutions to industry and public authorities for over eight years. New

customers availing of the new technology are from Celtrak's three target sectors - utilities & construction, distribution & maintenance and service & maintenance. New clients include Sweeney Oil, Bord Gáis Eireann, Neylon Maintenance, DK Trotter, and Ward & Burke Construction.

Growing out of the world-class automotive electronics company, CEL, Celtrak was one of the first providers of Fleet Management Systems to the logistics industry in Ireland. It pioneered speed monitoring, driving behaviour and vehicle location services for the public and private sectors.

As a total solution provider of telematics technologies, Celtrak is unique in Ireland. The company designs, manufactures and supplies sophisticated Telematics Systems, web-based Operations Management Software, Back-office Data Centre and full Customer Support Services.

The company's aim is to become the leading supplier of telematics solutions for the utilities sector in Ireland and UK. The addition of Celtrak's new technology allows companies to manage fuel consumption and will play an important role in the development of the company in 2009.

For further information visit [www.celtrak.com](http://www.celtrak.com). To arrange an appointment in Ireland call +353 91 765312 or from the UK call 0845 299 4001.