



THE ROYAL BOROUGH OF
**WINDSOR AND
MAIDENHEAD**



The Objective: Setting the Standard in Driver Safety and Sustainability

The Royal Borough of Windsor and Maidenhead is a prime example of how innovative fleet practices can lead to greater safety, efficiency, and sustainability. Telematics was instrumental in helping the fleet reduce speeding and driving standards complementing their [AlphaCity Car-Sharing](#) program.

Safety is a top priority for the Royal Borough. "To have a safe fleet — that was the first goal for using telematics," explains Fleet Manager Mark Green.

Mark, who was recently recognised in the [GreenFleet](#) 100 Most Influential list, oversees the Council fleet which includes 13 Mini Coopers. The vehicles serve as pool cars for employees who may use them for work-related travel. Pool cars were introduced by the Council to reduce the costs related to their grey fleet.

The Solution: Council Fleet Favors Easy-to-Use Platform

Royal Borough of Windsor and Maidenhead searched for a telematics solution that could help improve driver safety and reduce their carbon footprint. Cost and usability were also key factors. Geotab was selected over several others for its simple device installation process, easy-to-use software platform, and competitive cost.

Industry:

Local Authority -
Public Sector

Based in:

Maidenhead,
United Kingdom

Vehicle Type:

BMW MINI Cooper

Fleet Size:

13

“Thanks to the Plug-&-Play device, we were able to start using Geotab immediately after an easy and fast installation. It was great,” said Mark Green.

The Geotab GO is a small telematics device which plugs directly into the OBD II port of the vehicle or can be securely installed within the vehicle using a T-harness. MyGeotab allows fleet managers to view all their vehicle information in one place from a desktop, laptop computer, from a smartphone or tablet using the mobile app. The wealth of Geotab’s online training materials, forum, and videos, along with the outstanding after-sales support from the Reseller was pivotal in learning the system and using it at its full potential.

The Results

Overall, the Royal Borough of Windsor and Maidenhead fleet is very satisfied with the Geotab solution. The Royal Borough has successfully reduced fuel use. In one year, average fuel consumption was improved from 35 mpg to 40 mpg. The engine fault reporting in MyGeotab allows Fleet Manager Mark Green to detect issues in advance and schedule repairs before they become more serious. Keeping the fleet in good condition means vehicles will be ready to go when employees need them.



Positive Results from Geotab telematics:

- No accidents
- Fewer un-authorized journeys and stops
- Reduced number of road-traffic infringements
- 14% improvement in fuel consumption
- Reduced exhaust emissions
- Moved to a more proactive maintenance program



From the Fleet Manager

“Geotab is easy to use and yet offers data that is incredibly valuable for management and decision-making. I highly recommend it to any business that runs a fleet.”

— Mark Green, Fleet Manager, Royal Borough of Windsor and Maidenhead Council

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