

MiX Telematics leading the carbon neutral pack

MiX Telematics, a global provider of vehicle tracking and fleet management solutions, has taken a pioneering step by launching the MiX Carbon Offset Initiative (COI).

The service helps fleet operators take responsibility for their carbon footprint by guaranteeing a secure, accessible and cost effective way of offsetting greenhouse gas emissions caused by their fleets.

"The road transport industry alone is responsible for 18 percent of global CO2 emissions. Taking this statistic into consideration and the fact that we service the fleets

in this industry, the decision to get involved in carbon offsetting came as a natural step towards sustainability," says Brendan Horan, General Manager Sales and Marketing MiX Telematics.

The pioneering role played by MiX Telematics lies in the facilitation of the process for customers who wish to reduce their CO2 emissions or make their fleets carbon neutral but are unsure how best to achieve this.

MiX Telematics' COI is also suitable for those customers who are unable to assign the necessary resources required to implement an effective long term, value driven carbon reduction initiative.

Helping customers reduce their carbon footprint dovetails neatly with MiX Telematics' offerings that enable customers to reduce fuel consumption, minimise fleet maintenance and operating costs, and make significant improvements in overall

productivity and driver safety.

"Although carbon offsetting is not compulsory, it is in our collective best interest to help secure a healthy future for our business and our customers' operations, the surrounding environment and community," adds Horan.

Further bolstering MiX Telematics' green credentials is the fact that the company has also become carbon neutral and is voluntarily submitting a response to the 2011 Carbon Disclosure Project (CDP).

The CDP is a globally recognised non-profit organisation which encourages leading

organisations to disclose their CO2 emissions for climate change analysis.

Kevin James, CEO of Global Carbon Exchange, a leading sustainability consultancy, remarked on MiX Telematics' efforts saying: "Companies like MiX Telematics which are proactively forging ahead with their green journey and extending a carbon offset solution to customers are setting the pace among key industry players."

"Although MiX Telematics' COI falls within the voluntary offset market, it can be considered a strategic move as it serves to

mitigate future risk of non-compliance and carbon taxes.

"Additionally, the innovative nature of the MiX Carbon Offset Initiative resembles a new and meaningful way for MiX Telematics to engage with their growing, global enterprise customer base."



Brendan Horan, General Manager Sales and Marketing MiX Telematics.