

CUSTOMER CASE STUDY



Bus Éireann and Powerfleet: Partnering for Sustainable Transport Excellence

About Powerfleet

Powerfleet (Nasdaq: AIOT; JSE: PWR) is a global leader in the artificial intelligence of things (AIoT) software-as-a-service (SaaS) mobile asset industry. With more than 30 years of experience, Powerfleet unifies business operations through the ingestion, harmonization, and integration of data, irrespective of source, and delivers actionable insights to help companies save lives, time, and money. Powerfleet's ethos transcends our data ecosystem and commitment to innovation; our people-centric approach empowers our customers to realize impactful and sustained business improvement. Powerfleet serves over 2.8 million subscribers across more than 48,000 customers in 120 countries, with commercial operations in every major continent.

- **Customer**
Bus Éireann
- **Regions**
Ireland
- **Business & industry**
Public transport
- **Total fleet size**
1,100 vehicles
- **Vehicle types**
City buses, coaches, school buses
- **Geographical Spread:**
Nationwide across Ireland
- **Customer since & subscription**
Since October 2019 | Uses CAN-connected telemetry units, RIBAS in-cab driver feedback devices, integrated with ticket machines
- **Aims**
Improve driver behavior, prevent accidents, reduce fuel consumption, and carbon footprint
- **Results**
33% improvement in driver behavior,
75% reduction in harsh acceleration,
80% reduction in harsh braking,
23% reduction in excessive idling,
€78,000 saved annually
- **Customer website**
www.buseireann.ie



Background

Bus Éireann, Ireland's national bus company, has maintained a valued partnership with MiX Telematics for over half a decade. Following MiX Telematics' merger with Powerfleet in April 2024, this relationship continues under the Powerfleet banner. Throughout this long-term collaboration, Bus Éireann has consistently enhanced its fleet operations, improved driver behavior, and achieved significant environmental and cost-saving benefits.

About Bus Éireann

Bus Éireann is a state-owned bus and coach operator providing public transport services throughout Ireland. As one of Ireland's largest employers, with over 3,000 staff, Bus Éireann helps passengers make over 80 million journeys annually across its nationwide network. The company operates a fleet of approximately 1,100 vehicles, traveling 82 million kilometers per year, covering city services, commuter routes, intercity connections, and school transport services.



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“Bus Éireann, supported by MiX Telematics and now Powerfleet, has continued to deliver sustainable performance improvements across some key strategic objectives.”

Adrian O'Loughlin
Senior Operations Manager, Bus Éireann

The Challenge

As Ireland's primary public transport provider outside Dublin, Bus Éireann needed to:

- Improve driver behavior across a large, geographically dispersed fleet
- Reduce fuel consumption and associated operational costs.
- Lower their environmental impact through reduced emissions.
- Enhance passenger safety and comfort through improved driving standards.
- Gain comprehensive visibility into fleet performance.
- Support their commitment to sustainability and green growth initiatives.



The Solution

Following a successful tender process in 2019, Bus Éireann implemented Powerfleet's comprehensive fleet management solution, comprising:

- 750 CAN-connected telemetry units installed across their fleet
- 750 RIBAS in-cab driver feedback devices
- Integration with the ticketing machine on each vehicle to identify which drivers are in service, enabling individualized driver behavior monitoring

This implementation supports Bus Éireann's internal "Eco Drive" campaign, which uses data metrics from Powerfleet's solutions to improve driver behavior, prevent accidents, enhance fuel efficiency, and reduce carbon footprint.

The solution provides continuous monitoring of key driving metrics, including:

- Harsh acceleration and braking events
- Speeding violations
- Excessive idling
- Driver behavior evaluation through the RAG (Red-Amber-Green) scoring system

Impressive Results

The partnership between Bus Éireann and Powerfleet has delivered outstanding, quantifiable results over the last 5 years:

Driver Behavior Transformation

33% **overall improvement** in driver behavior since implementation

68% **increase** in Green-rated drivers (from 38.48% to 64.76%)

43% **reduction** in Amber-rated drivers

36% **reduction in** Red-rated drivers

Green RAG score achieved across the fleet in the last 5 months of 2024 – described as **“best in class for the industry”**

Record 1,099 Green drivers in January 2025 – the highest ever recorded

Dramatic Reduction in Harsh Driving Events

75% **reduction** in Harsh Acceleration events

80% **reduction** in Harsh Braking events

Significant Environmental and Cost Benefits

23% **reduction** in excessive idling (23,000 hours per year)

95,000 kg reduction in CO2 emissions annually

Approximately **€78,000 saved** from reduced idling

€20,000 saved in January 2024 vs. January 2021 from reduced idling fuel consumption

Future Focus

Looking ahead, Bus Éireann and Powerfleet are committed to further innovation and sustainability, building on the substantial progress achieved to date. With a shared vision of operational excellence, environmental responsibility, and technological advancement, the partnership is evolving to deliver even greater impact. Key areas of future focus include:

- Ongoing product discovery sessions with Bus Éireann to continue to shape and influence future telematics innovations.
- Implementing and exploring the potential unification of data systems through Powerfleet's Unity platform by unifying fleet, driver, ticketing, and performance data into a single pane of glass, Unity will provide actionable insights and enhanced operational oversight
- Leveraging Powerfleet innovations like the Driver Coaching Module, EasyCheck, Bus Éireann can equip its frontline staff with the tools needed to ensure safety and compliance comprehensively.



Conclusion

The partnership between Bus Éireann and Powerfleet demonstrates how intelligent fleet management solutions can transform fleet operations for public transport providers. By leveraging data-driven insights and advanced monitoring technology, Bus Éireann has established a safer, more efficient, and more sustainable national bus service, directly contributing to its vision for green growth and improved service delivery across Ireland.

This implementation aligns perfectly with Bus Éireann's Sustainability Strategy 2021-2030, which

aims to reduce greenhouse gas emissions by 50% by 2030 while growing passenger numbers by at least 30%. As stated in their strategy, "The most important thing Bus Éireann can do to have a positive impact on carbon use/climate change is to increase the number of people using our services." Through their partnership with Powerfleet, Bus Éireann is well positioned to achieve these ambitious sustainability goals.