



## **Carlsberg's yearly distribution of prizes, eco-award, was held on mars 20th at Volvo Torslanda, Sweden**

### **-This year's eco-driver was selected**

**To decrease the environmental effects, Carlsberg installed the handheld computer functions fuel follow-up and economic driving, in their 150 cars in Sweden 2005.**

It is the Gothenburg IT-company, Vehco, who delivers the software Co-Driver to Carlsberg's handheld computers. To Carlsberg this meant an essential decrease of their diesel consumption. But, Carlsberg wanted to take it one step further. To increase the motivation towards driving even more fuel-efficient Carlsberg developed a motivation program, called Carlsberg Eco Award, for all their drivers. The program is based on reports which are created for each chauffeur through the functions fuel follow-up and economic driving in the Co-Driver.

The reports are created every month and show each chauffeur's driving pattern in three parameters; how much the chauffeur has driven over 83 kilometers per hour, how much idling driving you have had and how well you have used the cars movement energy. This gives the chauffeurs the opportunity to compare themselves with their own driving as well as their colleges' driving. Statistics of the reports are then compiled and the 20 best chauffeurs during the year are selected to a finale.

The finale was held at Volvo Torslanda Gothenburg march 20th. Except the distribution of prizes the finale also allows the chauffeurs to participate in collective activities. On the whole, the chauffeurs' attitude towards the program was positive. They do as much as they possibly can to decrease the environmental effects meanwhile they get to meet their colleges from different part of Sweden and exchange experiences with those.

Thanks to Vecho's Co-Driver and the motivation program Carlsberg Eco Award, Carlsberg have succeeded to distinctly decrease their yearly fuel consumption. Their results also show that during four years time they have been able to deliver 20 percent more beer than before using the same amount of diesel.

### **Facts about Vecho ([www.vehco.se](http://www.vehco.se))**

Vecho is a Gothenburg IT-company which was founded 2001. Vecho sells and develops mobile computer solutions to the haulage-business. Their customers are situated in the whole of Scandinavia focusing on Sweden. Today Vecho is the market-leading company in Sweden and has 30 employees. For more information, please contact salesman Hans Brännerud, 004631- 64 51 16.

### **Facts about Carlsberg Sweden ([www.carlsbergsverige.se](http://www.carlsbergsverige.se))**

Carlsberg Sweden is a part of the world-wide corporate group Carlsberg Breweries which is one of the largest companies in the world concerning brewery companies. Several trademarks are a part of Carlsberg, whereof Pripps, Falcon and Tuborg since long time are worked in well on the Swedish market. In Sweden, Carlsberg has a vehicle fleet consisting of approximately 150 trucks. For more information, please contact responsible of vehicles Björn Green, 00468 – 757 70 45.

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