

## PRESS RELEASE

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# 2011 Transport Achievement Award: Winner announced

Arriva Denmark wins prestigious transport prize • Special mentions for Istanbul Rapid Bus Transit, Turkey, and DHL Global Forwarding, Germany

The International Transport Forum at the OECD, an intergovernmental organisation for the transport sector with 52 member countries, has announced the winner of its **2011 Transport Achievement Award**. The Award will be presented at a ceremony during the International Transport Forum's global summit of Transport Ministers in Leipzig, Germany, on Thursday, 26 May.

Arriva Denmark, part of the Arriva Group owned by Deutsche Bahn, will receive the award for its "Better Bus Ride" Project.

"Better Bus Ride" improves the transport experience for both clients and personnel in ingenious ways: staff talk with clients at the bus stop to learn about their needs and wishes; a specially organised flash mob celebrates the birthday of bus driver Mukhtar Adow Mohamed. Whether talking with clients to adjust schedules and capacity or providing 'on bus' IT communication services, whether through driver education or improving social cohesion in the mechanical service areas, "Better Bus Ride" tries to see transport not as a manufactured product, but as a service that provides a transport experience.

In the opinion of the Award Jury, "Better Bus Ride" is an exemplary project that excels in meeting the transport needs of clients and "putting people first". The jury were very impressed by the broad people focus including both clients and employees and how they interact and can together identify ongoing improvements that deliver great traveller comfort and a satisfying experience.

Special Mentions will be awarded to **Istanbul Electricity, Tram and Tunnel**, Turkey for the design and implementation of a bus rapid transit system (BRT) that reduced travel time in peak periods by over 60 percent; and **DHL Global Forwarding**, Germany, for their Green Road to Rail solution for Bosch-Siemens-Hausgeräte, which built a new rail terminal that connected their clients with the rail system. The jury considered these projects to be of very high standard and examples of working collaboratively can result in better and more effective services for clients.

The Transport Achievement Award is awarded by the International Transport Forum at the OECD in partnership with the European Association for Forwarding, Transport, Logistics and Customs Services (**CLECAT**), the International Federation of Freight Forwarding Associations (**FIATA**) and the International Association of Public Transport (**UITP**).

Journalists who would like to cover the Award ceremony on 26 May in Leipzig or any other summit events are asked to [register online for accreditation](#).

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