

## PRESS RELEASE

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# “Better Bus Ride” presented with 2011 Transport Achievement Award

Arriva Denmark wins prestigious transport prize • Award ceremony at global summit of transport Ministers in Leipzig, Germany

The winner of the International Transport Forum’s prestigious **Transport Achievement Award** is being honoured this Thursday (26 May) at a ceremony during the annual summit of Transport Ministers held in Leipzig, Germany.

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.

“The way that the ‘Better Bus Project’ succeeds in putting people first, customers as well as employees, is an outstanding example for user-centred transport”, said **Jack Short**, Secretary General of the International Transport Forum on the occasion of the award presentation.

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**).

Special Mentions will be given to **Istanbul Electricity, Tram and Tunnel**, Turkey for the design and implementation of a bus rapid transit system (BRT) that reduces 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 connects their clients with the rail system. The jury consider these projects to be of very high standard and examples of how working collaboratively can result in better and more effective services for clients.

“Today Public Transport companies put the client first and provide services that answer to their life style expectations”, said UITP President **Alain Flausch**. “It is the client that will define which will be the preferred mobility solution in 2025 and I believe this will be Public Transport! Employees are key to make this change in the business culture possible.”

**Jean-Claude Delen**, President of Fiata, declared: "What a feeling! I was literally caught by surprise when I heard that DHL Global Forwarding, one of the companies of my group, managed to get a special mention. But I must say I am even more impressed by the feat made by Arriva to which my sincerest congratulations are well expressed."

The President of Clecat, **Clive Broadley**, was equally impressed by DHL's performance in addressing their client's requirements and receiving a special mention. But he noted that both Denmark and Turkey had managed to provide appealing services for the citizens, in particular Istanbul, being an extremely congested city.

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