

DECEMBER 2021

CUSTOMER CASE STUDY

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Working with MiX Telematics has been a key part of BAT's ESG strategy. The global reach and depth of data enables our markets and business overall, to make strategic decisions to make our fleets safer and more fuel efficient, which lowers both cost and CO2. Having a connected fleet through the delivery and design of the solution from MiX Telematics, provides us with additional actionable insights about the performance of our fleet that we can use to transform the way it is operated and utilised.
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Diego Campos, Global Sustainability Compliance Manager



About MiX Telematics

MiX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as Software-as-a-Service, or SaaS, to customers in over 120 countries. The company's products and services provide enterprise fleets, small fleets and consumers with solutions for efficiency, safety, compliance and security.



TELEMATICS
MOBILE INFORMATION EXCHANGE



CUSTOMER

British American Tobacco (BAT)

REGIONS

Europe, Africa, Latin America, Asia, and Australasia

INDUSTRY

Tobacco & other nicotine products manufacturer and supplier

TOTAL FLEET SIZE

1,867 vehicles (15% of fleet across 16 countries)

VEHICLE TYPES

Light vehicles, motorbikes, delivery trucks

CUSTOMER SINCE & SUBSCRIPTION

2016 / MiX 4000, MiX DriveMate, MyMiX

AIMS

Improve safety and sustainability

RESULTS

Increased operational visibility, reduced speeding, reduced fuel expenditure

CUSTOMER WEBSITE

www.bat.com

MiX Telematics' solutions help BAT to achieve their safety and sustainability goals

Working toward the future

British American Tobacco (BAT) have been a longstanding customer and partner of MiX Telematics and have been utilising their fleet management solutions since 2016.

MiX Telematics were chosen as the preferred vendor for BAT based on our global footprint and the fact that we could service all the markets in which BAT operate.

The initial requirement for telematics was driven by their objectives around improving fleet safety and sustainability. As a leading multinational company, sustainability is at the heart of the BAT transformation journey as they work towards building A Better Tomorrow™.

The company has ambitious targets to achieve carbon neutrality across their value chain by 2050. In addition, safety underpins everything that BAT does, with the company aiming for zero accidents across the Group. This has led to comprehensive health and safety programmes being put in place with tailored initiatives identified for high-risk areas.

Implementing telematics for success

In light of their safety and sustainability goals, BAT chose the MiX 4000 technology, coupled with MiX DriveMate – an in-vehicle driver display that alerts drivers to their driving habits through a system of LED lights and warnings.



With drivers being alerted to their poor driving behaviour, it has led to reduced incidents of harsh acceleration, braking and cornering, and decreased speeding. In turn, this has had a positive impact on fuel usage.

BAT also uses the MyMiX app. They wanted to understand their drivers' driving style and be able to compare that with co-workers. Using this driver performance app allows drivers to be able to see information relevant to them and make positive changes to their driving behaviours, which has resulted in safer and more fuel-efficient driving.

RESULTS

Big data leads to big results

By partnering with MiX Telematics, BAT now has easy access to large amounts of data on a global scale that helps them make informed decisions as to how best to operate their fleet.

Fuel burn and emissions across their 1,867 strong vehicle fleet can now be monitored and measured quickly and easily in a way that wasn't previously possible, assisting BAT to understand exactly how their vehicles are performing and where fuel is being wasted.

When it comes to safety improvements, the numbers speak for themselves. Speeding incidents per 100 kilometres driven and the number of harsh braking events have both dropped by 40%. Harsh acceleration events have reduced by 18% in some specific regions.

When you consider that speeding is a contributing factor in 26% of all traffic fatalities*, the above results represent a significant reduction in risk for both BAT drivers and other road users. As a result of the improved driving, BAT has also benefitted from an 8% reduction in the cost of their insurance premium.

*Source: <https://www.nhtsa.gov/risky-driving/speeding>

