



Distracted driving and alcohol management



**ETSC, Warsaw
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by/ Anders Lukowski

What does it take to aim for the highest standard?



Who is Arriva Denmark?



Trains sets: 44
Busses: 1 300 (520 with alco-lock)
Water busses: 3
Revenue in 2012: 500 million EUR
Employees: 4 500
Different nationalities: 86
Material damages pr year: 3.000

Bus

- Market leader with 45% market share
- 3 main competitors + many small
- Market is fully liberalized

Train market

- Market not liberalized
- 20% market share → 80% is government owned

Alco-locks: the beginning of a safe journey



2005-
2009



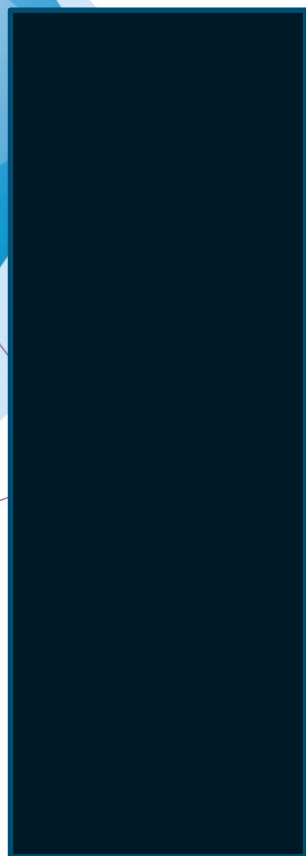
2010 

 2004

Alco-locks: the beginning of a safe journey



Alco-locks: the beginning of a safe journey



2004



2005-
2009



2010

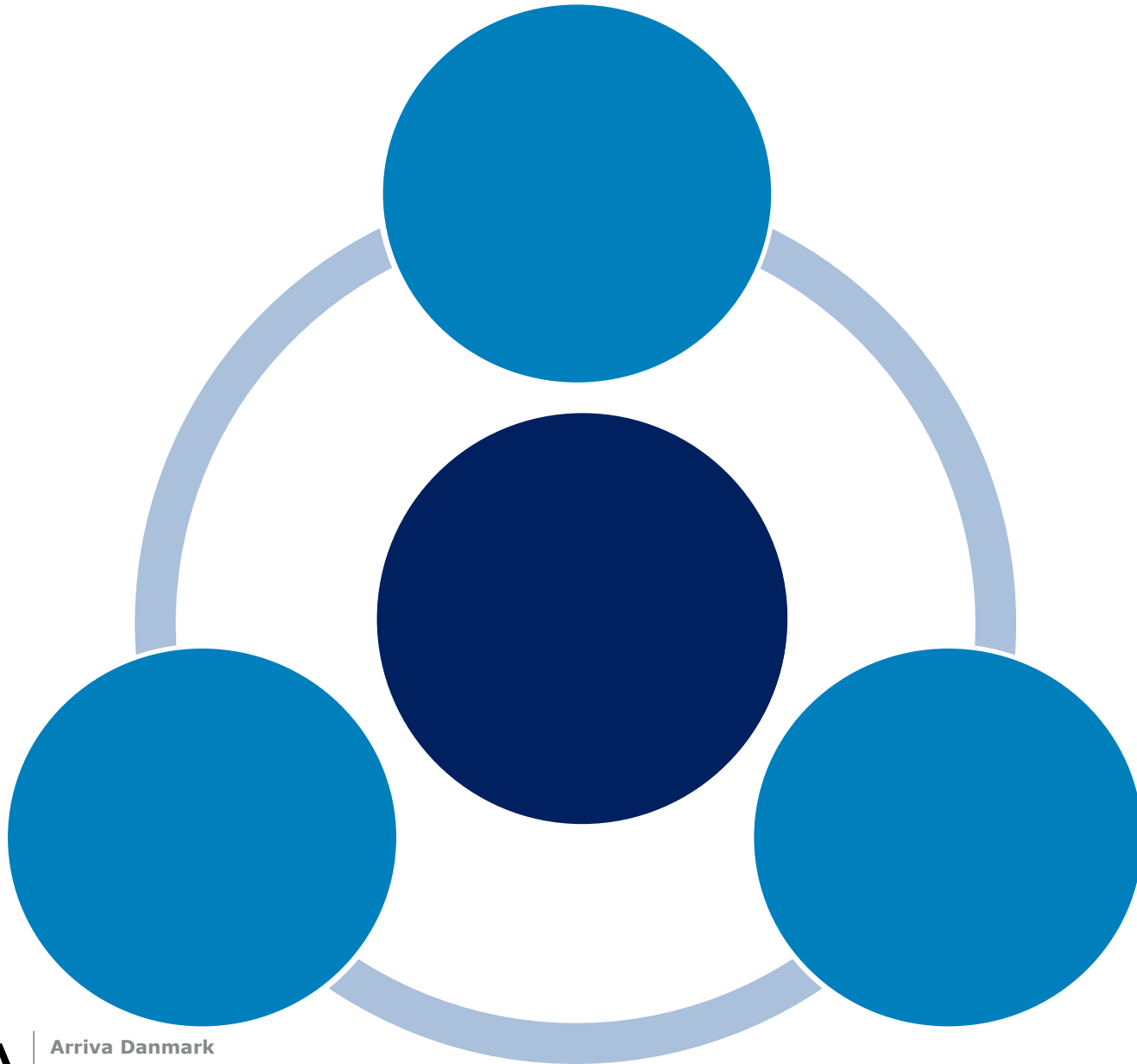
What is the result?



Arriva Danmark
de bedste rejseoplevelser i den kollektive trafik



This is about life or death...





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Anders Lukowski
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- Cultural change
- Public transport
- Alco interlocks, Fuel, Materiale damages,
- FUN!



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Karsten Hjorth
CEO

- GPS and G-sensor documentation
- Telematics
- Eventbased audio- and video recording

This is about life or death...

