Distracted driving and alcohol management
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

2004

2005-2009

2010
Alco-locks: the beginning of a safe journey

Arriva Danmark
de bedste rejseoplevelser i den kollektive trafik
Alco-locks: the beginning of a safe journey
What is the result?
This is about life or death...
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Karsten Hjorth
CEO

• Cultural change
• Public transport
• Alco interlocks, Fuel, Materiale damages,
• FUN!

• GPS and G-sensor documentation
• Telematics
• Eventbased audio- and video recording
This is about life or death...

Most of us say that we want to change. But do we really?

I challenge you!

Unless you do something beyond what you already master – you will never grow

When you have the opportunity of a lifetime, it means absolutely nothing, if you don’t take advantage of it, in the lifetime of the opportunity