

# Coach Canada Transportation

## ABOUT COACH CANADA

Stagecoach Group is a leading international public transportation group, with extensive bus operations in Canada, the United States and the United Kingdom. They employ over 30,000 people worldwide and operate bus, coach, rail and tram services with a fleet of more than 13,000 “on road” units.

Coach Canada and Coach USA, the North American arms of the Stagecoach Group, form an integrated fleet of more than 4,000 buses that transport countless people to scheduled destinations in a safe, comfortable and responsible manner every day.



Coach Canada's Mississauga facility

## LOCATION

**ADDRESS:** 6020 Indian Line, Mississauga, Ontario

**PHONE:** (800) 461-7661

**WEBSITE:** [www.coachcanada.com](http://www.coachcanada.com)

## TRANSPORTATION – FLEET EFFICIENCY

### FINDING ENVIRONMENTAL SAVINGS

Coach Canada believes that smarter travel on buses and trains is an important way to address the issue of climate change, but realizes that any form of transportation has an impact on the environment, and thus they must work to minimize that impact. As a transportation company, Coach Canada is always looking for ways to reduce its fuel consumption – with a fuel bill that usually exceeds \$25,000 per day, it's the smart thing to do.

### SMART DRIVER PROGRAM

Coach Canada realizes that an important part of reducing its fuel costs and reducing its environmental footprint comes from combining technology and training.

To ensure the safety of their passengers and drivers, as well as improve fuel efficiency, Coach Canada provides extensive driver training that includes driving in different weather conditions and acceleration techniques, all with an eye to providing a safe and steady ride for their passengers, while minimizing fuel consumption.

Beyond training, Coach Canada also employs a variety of automated solutions to control fuel efficiency, including automatic engine shutdowns to avoid idling.

## FUEL TECHNOLOGIES

Since 2004, the Stagecoach Group has been introducing an innovative product into their diesel fuel stream to improve fuel efficiency and reduce carbon emissions.

The product is called Envirox™, which is formulated using patented nanotechnology. Envirox™ is an oxidation catalyst used widely in catalytic converters, and has been re-engineered using nanotechnology to be delivered as a fuel-borne catalyst. It provides a cleaner, more complete burn within the combustion chamber, resulting in improved fuel efficiency and lower emissions.

To better understand and test the benefits of Envirox™, Coach Canada piloted the fuel-borne technology at its Toronto operations. Coach Canada undertook a three month testing program that focused on their Montreal to Toronto route, as this provided a specific route with the same vehicles, which made it easier to identify the effects of using Envirox™.

Overall, Coach Canada found the following benefits:

- A 4.8% to 8% reduction in diesel fuel consumption with the use of Envirox™.
- A significant reduction in GHG's (greenhouse gases), as Envirox™ helped oxidize the fuel during the burning process.
- Extended oil change timelines from 24,000 km to 36,000 km for each oil change.

In addition, the use of Envirox™ required no engine modifications and didn't impact the lubricant performance. "Envirox™ has proven itself where it counts – our bottom line," observed Dan Valley, Vice-President of Fleet Services for Coach Canada.



Typical above ground fueling tank receiving a delivery



Typical above ground storage tank with Envirox dosing equipment

# CASE STUDY

Based on the results of the pilot, Coach Canada has streamlined Envirox™ into all of its depots in Canada using state of the art computerized dosing systems that are installed at the aboveground or underground diesel tank locations. The dosing unit supplies the correct ratio of Envirox™ with every fuel delivery.

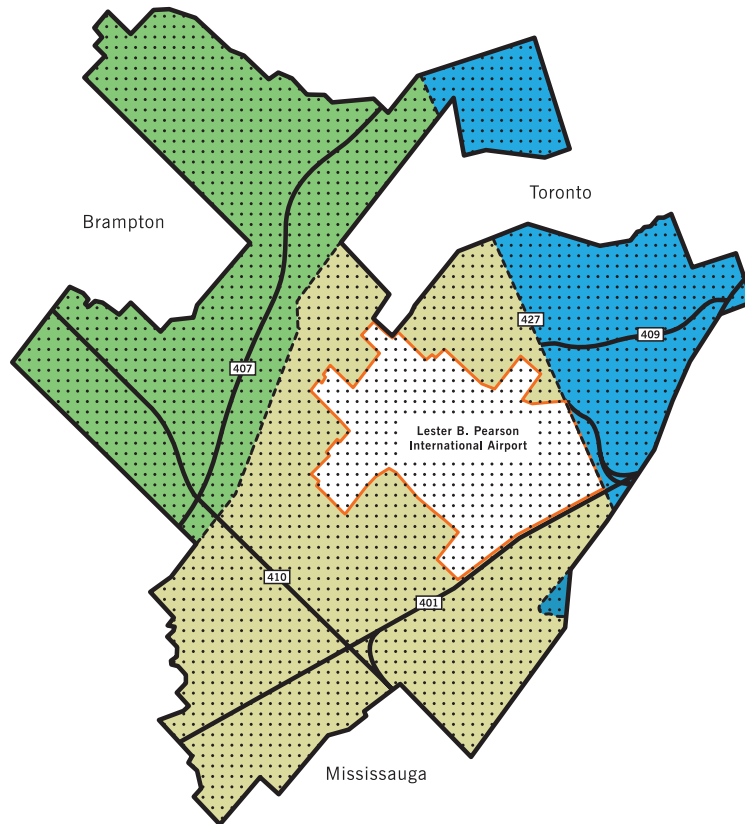
Mr. Valley noted, “In any transportation industry, diesel fuel consumption is a constant and large part of day-to-day expenses. Since implementing Envirox™ throughout our entire fleet, Coach Canada has gained a considerable edge over their competition, while passing on its gains to the environment through lower emissions.”

## WHAT IS PARTNERS IN PROJECT GREEN?

Opportunities to gain a competitive advantage through sustainable business practices are more attainable than you think. Partners in Project Green is a growing community of businesses working together to green their bottom line by creating an internationally-recognized eco-business zone around Toronto Pearson.

Through new forms of business-to-business collaboration, Partners in Project Green delivers programming that helps businesses reduce energy and resource costs, uncover new business opportunities, and address everyday operational challenges in a green and cost-effective manner.

## PEARSON ECO-BUSINESS ZONE



[www.partnersinprojectgreen.com](http://www.partnersinprojectgreen.com)