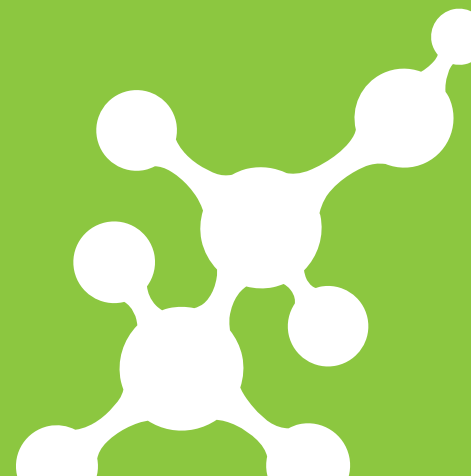




CASE STUDY

Prospect Coaches (West) Ltd.

Alcohol interlocks, a safeguard for public safety.



Prospect Coaches (West) LTD.

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“We have been thrilled with the continual support received from ALCOLOCK UK.”

Nathan Hadley, *Prospect Coaches–Transport Manager*

Prospect Coaches West Ltd. started business in 1956 and currently operates a fleet of over 50 corporate and executive private coaches in the UK. A family-run business with customer, employee and public safety as top priorities, the organization was looking to enhance their focus on driver safety standards by outfitting their coaches with alcohol interlocks. The ALCOLOCK™ V3 device from ALCOLOCK UK was chosen to help improve customer and public safety while ensuring that drivers are more aware of the health and safety risks from alcohol consumption.

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“We were looking to improve our focus on safety as a competitive differentiator, while ensuring drivers were below the legal preset drink driving limit.”

Nathan Hadley, *Prospect Coaches–Transport Manager*

Business Need

The security of a business, its clients and the reduction of liability is a concern for all entrepreneurs, but when that security and protection refers to the physical and mental wellbeing of the general public, the risk is even greater. Drinking and driving increases safety risk, but with the appropriate tools to manage that risk, it is preventable and can be mitigated.

Driving, especially in a commercial environment, is complex and alcohol only adds more interference; from planning and navigating a route, evaluating and anticipating potential delays, interacting with traffic, following road safety practices such as maintaining appropriate speed levels, and basic vehicle operation such as changing gears, braking and even turning on windshield wipers. Driving is demanding. Any form of impairment can be dangerous and presents significant risks.

The effect of alcohol on driving ability is well researched and documented, with signs of impairment visible past the legal threshold.

The need for a safeguard to protect public safety is noted as far back as 1872, when the United Kingdom first introduced laws that upheld operating any sort of moving vehicle while under the influence of alcohol was an offence. The first breathalyzer was introduced and implemented in 1983 and over the last few decades laws have become increasingly rigid with fines growing more significant, allowable breath alcohol content (BrAC) levels decreasing and sentences lengthening. All while the general public gains a greater understanding of drink driving and its safety risks.

With the French law update in 2010 requiring all coaches to be fitted with an interlock, Prospect Coaches realized that their handheld breathalyzer, used for spot checks, no longer met their requirements, leading them to look for a more robust, industry recognized solution.

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ALCOLOCK UK

Prospect Coaches first heard of ALCOLOCK UK through a local trade show and following the industry trade press. “Even though ALCOLOCK UK had only recently begun operations,” said Nathan, “their parent company, Alcohol Countermeasure Systems (ACS), had an extensive reach in North America and Europe. ACS has been in operation since the 1970s. The confidence of a long established brand with global operations was critical in building trust and with our selection process.”

ACS, and its international group of companies, have one common mission: To promote road safety globally through manufacturing and servicing industry leading breath alcohol testing technology.

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Features

- **Sensor:**
Electrochemical (fuel cell)
- **Temperature Range:**
-40°C to +85°C
- **Initial Test:**
30 seconds
- **Analysis Time:**
5 to 25 seconds
- **BrAC Result:**
Tri-colour LED
- **Memory:**
100,000 events log

Solution

The ALCOLOCK™ V3

In 2014 a pilot program was introduced at Prospect Coaches using the ALCOLOCK V3 device, an alcohol interlock and a benchmark within the transportation industry. It consists of a handset that is installed on the dashboard of a vehicle; if the driver blows over the legal limit, the device prevents the vehicle from starting. The handset is connected to an Electronic Control Unit (ECU) which records all the information from the handset, making it tamperproof, accurate and highly robust.

Prospect Coaches was looking for a product designed to withstand variable operating conditions facing their commercial vehicle fleet. The ALCOLOCK V3 device resists vibration, dirt, dust, humidity and extreme temperatures and is designed for year-round operation and long travels. To prevent drinking while driving, periodic tests can be required from the ALCOLOCK V3 device throughout the trip, depending on company safety regulations. The driver will always have enough time to stop at a safe location to conduct the test.

Additionally, an override code or the installation of an override switch can be provided or installed for emergency situations. These safeguards are put in place for the safety of everyone on and off the road.

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“After the three month trial with the ALCOLOCK™ V3, we were convinced that the product met our stringent safety requirements. We were excited to complete installation on our entire fleet.”

Nathan Hadley, *Prospect Coaches–Transport Manager*

Implementation

ALOCLOCK UK technicians guarantee that the implementation of all our devices is done to a highly professional standard. All breathalyzers and interlocks use high-performance electrochemical sensors to detect BrAC.

ALCOLOCK UK products use electrochemical sensors, ensuring that other chemicals, such as cigarette smoke and other products that could generate a similar response to alcohol, will not skew results. The electric current produced by the sensor is proportional to the amount of alcohol in a person's breath and anti-circumvention technology prevents bypassing of operating or recording functionalities while ensuring reliable and accurate measurement. Calibration is required on all breathalyzers to maintain the best possible accuracy. Our sensors not only decrease the frequency of calibration; but also provide a longer life span for the device, ALCOLOCK UK services also include alcohol interlock device calibration .

ALCOLOCK UK not only facilitates installation, but also teaches and trains companies that wish to conduct their own installations, a request Prospect Coaches made. Prospect Coaches undertook the installation process of several coaches under the guidance of ALCOLOCK. When business needs prevented them finishing the project themselves, ALCOLOCK UK was there to support, finishing the job quickly and efficiently. The entire implementation process took between 12-18 months.

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BENEFITS

Prospect Coaches:

- Increased the safety of its passengers and the general public
- Improved the health of their drivers
- Reduced operational liability risks
- Decreased insurance costs with implemented safety features
- Protection against drivers drinking after the engine is started
- Strengthened client trust and enriched client experience
- Heightened profits with added safety features
- Guaranteed higher levels of safety compared to non-interlock companies

The key feature Prospect Coaches relies on the most, is that the engine will not start if the driver is over the limit; they found this to be a great selling point to their customers. This helps to reassure their clients within the school and transportation market that Prospect Coaches (West) Ltd. cares about the wellbeing of their passengers, where safety outweighs the cost of the alcohol interlock.

Drivers must now plan ahead, knowing that if they drink within a certain timeframe before the start of their shift, their vehicle may not start. This has also led to additional health benefits of better sleep and a healthier overall lifestyle for Prospect Coaches drivers. The ALCOLOCK V3 device has been publicly accepted by Prospect Coaches' customers and has received positive reviews from their professional drivers.

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“ALCOLOCK UK took care of us from start to finish.
Their professional approach and belief in
the device was invigorating.”

Nathan Hadley, *Prospect Coaches–Transport Manager*

FOLLOW UP

With the ALCOLOCK V3 device, ALCOLOCK UK ensured the safety of Prospect Coaches passengers, drivers and the general public by implementing a safeguard to prevent drinking and driving.

Through ALCOLOCK UK, Prospect Coaches received guidance and support, leading them to experience the competitive edge safety reassurance provides them.

Today, all 51 of Prospect Coaches' corporate and private vehicles have an ALCOLOCK V3 device installed.

