



GreenRoad Named In Top 30 Fastest Growing Cleantech Businesses And Wins Award For Vision And Future Growth Potential

Cleantech Connect Awards Recognise Most Promising European Companies

LONDON, 19th November 2009 – GreenRoad, a global pioneer in improving driving behaviour, has been recognised as one of the top 30 fastest-growing cleantech businesses in Europe at the inaugural GP Bullhound Cleantech Connect event. GreenRoad was also chosen from among the 30 fastest-growing businesses to receive an additional award for Vision and Future Growth Potential recognising the company's innovative technology and strong market position.

The Cleantech Connect awards were organised by investment bank GP Bullhound with premium sponsor Schroders Private Banking. The awards ceremony was held on November 18, 2009 in London.

GreenRoad provides a comprehensive technology-based service that fundamentally changes driving behaviour resulting in fuel-efficient driving and reducing emissions. The company's flagship fleet service, GreenRoad 360™, combines real-time, automated driver coaching with web-based applications that continuously rate driving skills. The GreenRoad service enables fleets, insurers and consumers to measure, improve and sustain safe and fuel-efficient driving behaviour.

"Car owners now study the comparative mpg and grammes of CO2 emissions when choosing a new vehicle. But despite all the millions of auto manufacturers who invest in research and development to reduce those numbers by a few percentage points, the easiest way of reducing fuel consumption is by changing driving behaviour," said Aidan Rowsome, general manager, GreenRoad EMEA. "Driving behaviour contributes up to 33% of fuel consumption, and we address this opportunity with our service. Our customers see fuel and emissions cut by up to 10 percent."

By cutting crashes by up to 50%, GreenRoad customers also reduce their contribution to scarce landfill and reduce the energy and emissions embodied in new vehicle replacement.

The GreenRoad R&D team spent five years developing complex algorithms that analyse data from an accelerometer to predict risk and provide drivers with real-time feedback to modify driving behaviour and reduce fuel consumption. This feedback is reinforced with a comprehensive set of web-based services, GreenRoad Central™, implementation programmes, GreenRoad Engage™, and a suite of complementary fleet and risk management partner solutions, GreenRoad Intersect™. The GreenRoad 360 service has been adopted by commercial fleets including buses, company cars and HGVs.

About GP Bullhound

GP Bullhound, Europe's leading Investment Bank in Technology and Digital Media, has during

the period 2006-2008 successfully raised in excess of 250MUSD for growth companies. With offices in San Francisco and London, GP Bullhound takes an active part in the local entrepreneurial community, venture market and corporate environment, thus giving expert advice within mergers & acquisition and institutional capital funding. In 2008, GP Bullhound demonstrated growth for the fifth consecutive financial year.

About Cleantech Connect 2009 Awards

Cleantech Connect brings together Europe's leaders in the clean and green technology space. Recognising growth and innovation in the sector, GP Bullhound is a keen supporter of this growing area. Cleantech Connect 2009 Awards are sponsored by: Schroders Private Banking, law firm Choate, European Leadership Foundation, Nexec and the charity for the night, The Prince's Trust.

About GreenRoad

GreenRoad is the pioneer and world's leading provider of a comprehensive service to improve driving behaviour. GreenRoad helps commercial fleets, insurers and consumers measure, improve and sustain safe and fuel-efficient driving behaviour. The service integrates real-time, in-vehicle feedback, coaching, reporting and risk analysis tools to empower drivers to improve immediately. GreenRoad's service is cost-effective, automated and fully scalable. It typically reduces fuel consumption by up to 10 percent and reduces crashes by up to 50 percent. The company is headquartered in Redwood Shores, Calif., with sales offices throughout the U.S. and UK and an R&D Centre in Israel.

UK customers include FirstGroup, PHS Datashred, Staffordshire County Council, Ryder and Balfour Beatty Utility Solutions. GreenRoad is backed by Benchmark Capital, Virgin Green Fund, Amadeus Capital Partners, Balderton Capital and DAG Ventures.

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