

## JR East Japan Logistics Co., Ltd.

Annual idling time for all branches of JR East Japan Logistics Co., Ltd. has gone down dramatically from around 3,000 hours in FY 2002 to around 650 hours in FY 2003. The average idling rate (ratio of idling time to total driving time) is just 0.3% for all branches.

A number of factors made possible the achievement of such quick and impressive results. One of them was accurate comprehension of driving status and management of drivers' driving data. From 2001 all vehicles were installed with Digital Travel Recorders to record data such as duration of idling times, frequency of sudden and quick accelerations, and time spent over the speed limit. Eisaku Taira, Deputy Section Chief in the Works Control Division, says, "Every month, drivers in each branch are ranked into one of the five categories – A through E – according to their driving data, and the results are announced. This led to quick improvement in driver attitudes." To preclude the need to turn the heater on and to stop idling the engine when the vehicle is parked for the driver to rest, rechargeable heat accumulation mats were also introduced.

The promotion of environmentally friendly driving (or so-called "Eco-Drive") practices has lowered the instances of quick acceleration and other dangerous driving maneuvers, and has improved safety by bringing down the accident rate by 38% over three years. Recognizing this achievement, 12 branches including those of Group companies were designated as "Outstanding Safety Office," a certification issued by The Japan Trucking Association on behalf of the Ministry of Land, Infrastructure and Transport, recognizing business entities that meet specific safety standards, in December 2003.

In June 2004, the company also received the "Green Management Certificate," which is issued by the



▶ Digital Travel Recorders are used to record idling times and other operational data.

▶ Utilizing the opportunity of vehicle replacement, the natural gas vehicles (NGVs) are proactively introduced. The company introduced 7 NGVs in FY 2003.

## Promotion of Environmentally Friendly Driving Improves Safety

To encourage its drivers to adopt environmentally friendly driving practices, JR East Japan Logistics Co., Ltd. implemented a Vehicle Operation Management System for its integrated logistics services in 2001. This has greatly lowered the environmental impact of the service while increasing safety by reducing the rate of accidents at the same time.



### Eisaku Taira

Deputy Section Chief,  
Works Control Division  
JR East Japan Logistic Co., Ltd.

"We regard engines left revving longer than 5 minutes as idling and make sure they are strictly controlled."

Foundation for Promoting Personal Mobility and Ecological Transportation on behalf of the Ministry of Land, Infrastructure and Transport to the truck businesses whose business practices show concern for the environment. Taira says that "We are intending to promote the reduction of fuel consumption and CO<sub>2</sub> emissions based on the management system of the Green Management Certificate and to further introduce vehicles that run on natural gas."

▶ The "Eco-Drive" seminar is held once a year. Positive results were quickly apparent in terms of lower fuel consumption figures, which improved by 23% over FY 2001, the year before the start of the seminar.



▶ Mr. Yoshitomo Mitsumori, the driver with the best "Eco-Drive" record at Ichikawa Branch, receives recognition for safe driving from The Japan Trucking Association.