



BEST PRACTICE EXAMPLES

Company transport, KIA motors, Zilina, Slovakia

Overview: Introduction of the company transport for the employees of the KIA MOTORS automotive plant built in the vicinity of Town of Zilina in Slovakia. The objective was to provide the first quality and comfortable transport to work and avoid the increase of number of work trips done by private cars.

Target Audience				Actions			
	Children		Transport companies		Clean and Energy Efficient Vehicles		Traffic Management
	Teenagers		Car sales people		Cycling		Car Pooling
	Students		Private companies		Transport Demand Management		Transport for People with reduced mobility
X	Adults		Other	X	Flexible mobility services		Eco Driving
	Old Age Pensioners				Travel Awareness Event(s)		Walking
	Decision makers			X	Mobility management	X	Other
	Local and regional authorities				Public Passenger Transport		

Background & Objectives

In 2006, the production in newly established plant of KIA MOTORS COMPANY has started in the vicinity of Town of Zilina in Slovakia. The transport situation in this town was already at that time very difficult and the roads in the town as well as in the surrounding were oversaturated by automobile transport. In connection with new automotive plant, the pessimistic scenario counted with the increase in number of the lorries driven in and out of the plant by 300 per day.

With the aim to reduce at least a little bit the disadvantage of establishment of the new automobile plant in the vicinity of the town, the company decided to introduce the company buses for transfer of its employees. The objective was to provide the first-quality and comfortable transport to work and avoid the increase of number of work trips done by private cars.

Implementation

Public transportation

Since January 1, 2006, Kia Motors Slovakia has been providing its employees with transport. At the beginning, Dopravný podnik mesta Zilina (DPMZ), which provides public transportation in Zilina, started to transport employees working at the plant site and engine shop from the Zilina bus station. Later, a bus line from the railway station in Varin was arranged in combination with train lines from Martin.

At present, employees commute to work by three regular bus lines.

Public transportation, which is provided by DPMZ, transports employees to work for the day and night work shifts, as well as when working overtime and during weekends. In addition, a shuttle bus also operates from the Zilina bus station during day work shift on work days at hourly intervals from 8 am to 12 pm.

Direct bus lines

On February 1, 2007, the company introduced the direct bus lines to the plant that transfer employees from the entire Zilina region. All important towns and villages, from which KIA's employees commute to work, have thus been covered by company transport. The present number of direct bus lines is 21 buses on day shift and 17 buses on night shift. Currently, routes and bus stops are still being optimized so that the company could satisfy employees' requirements as much as possible and provide thereby the most comfortable and first-quality transport to work.

Conclusion

In Slovakia, KIA is one of a few companies that provide its employees with company transport in such volume, in regard to number of buses and routes, in addition to which the company fully covers the travel expenses.

Introduction of the company transport by KIA surely avoided the significant number of trips done by private cars by its employees. At the same time provision of the first-quality and comfortable transport to work for its employees positively affected recruitment of employees for the second work shift

