Grupo PrimaFrio

EFFICIENT DRIVING PROGRAMME





Energy savings

Reduced emissions

Lower maintenance

Greater comfort

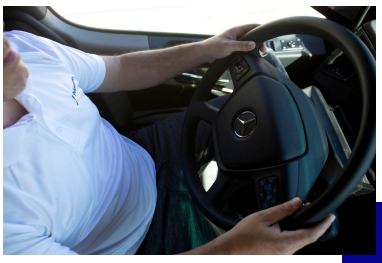
Enhanced safety

The Grupo Primafrio Efficient Driving Programme aims to promote a more responsible, safe and efficient transport model. It is a strategic initiative designed to optimise fleet performance, reduce environmental impact and enhance road safety.

This programme combines specialised training, advanced technology and continuous data analysis to encourage driving habits that minimise fuel consumption, reduce CO_2 emissions and extend vehicle service life.

It also contributes to improving driver comfort and safety, reinforcing our commitment to people and responsible mobility.

Every year, the Programme recognises and rewards our most efficient drivers in appreciation of their driving skills and commitment to sustainability.



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