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## TURBUS Acquires GoalBus® for Continual Improvement of its Operations

APRIL 2011 — Santiago, CHILE. As Chile's leading long-distance passenger Transport Company, Turbus has been **evaluating the best alternatives for improving its efficiency, profitability, and operational productivity** since early 2010.

**Planning is the point of entry for improving control of costs and revenues and is also the basis for creating a more solid organization and pursuing continual improvement of operations.** Because of this, the professionals at Turbus have opted for optimized planning of their resources as the best alternative for making their services more efficient.

After an **international competition in which five companies from various countries participated**, Turbus selected **GoalBus® Long Distance**, since it was the only system to comply with the operational requirements it specified, and it could also deliver **more efficient planning solutions** than the other systems evaluated.

The history of Turbus, Chile's primary passenger transport company goes back to 1948, when the company's founder, Jesús Diez Martínez, personally drove his old 1939 Fargo truck around Chile's central Region VI.

He next added two more minibuses - a 1940 Ford and a 1934 Chevrolet - and began to make the first trips between Rancagua, Codegua, and La Punta. His key to success was that from the beginning, Jesús Diez focused on providing personalized attention. For his drivers, he always emphasized punctuality and friendliness towards the customers. Eight years later, Jesús Diez Martínez and his wife moved to Santiago, where he purchased a few inter-provincial lines, and where in 1965 he adopted the name of Turbus for his company.

It all started with one old truck and today, **the company operates more than 1,200 buses and has more than 6,000 employees.**

**The Long-Distance Transport version of GoalBus® is the only solution on the market that manages the complexity of inter-urban transit** with all of its unique details, offering an adaptable and customizable solution for companies in this sector. For many years, the only option available for such companies was software designed for urban transit, which was unable to deal with the particular scenarios found in this type of transport.

GOAL SYSTEMS' firm commitment and dedication to offering these companies individualized and customizable solutions is bearing fruit in this new contract. The tool is **providing our clients with operational savings between 5% and 20%** compared to the manual or automated planning used prior to implementation of our system.

**GOAL SYSTEMS** has a solid presence in Chile, where it is currently providing planning for the operations of five transit companies with a total of around 5,000 buses and 15,000 drivers.





### TRANSMILENIO Updates GoalBus® to the Latest Version

MAY 2011 — Bogota, COLOMBIA. **GOAL SYSTEMS** has the privilege of counting among its **clients** not only Bogota's BRT regulatory entity, **Transmilenio**, but also the most significant **companies currently operating in the city**. **Other new operators will also be incorporated with the initiation of Bogota's new IPTS (Integrated Public Transport System)** as this system enters into operation in 2011.

The **knowledge and experience** built up over **more than ten years** of working with **Transmilenio**, along with the **continuing efforts that this regulatory entity invests in improving the excellence of the city's services**, has led to the installation of the latest version of **GoalBus®** for regulatory entities.

Since the beginning of this year we have been **working as a team** in order to **implement the new version** and **analyze the solutions** obtained for the system. As a result, **solutions showing considerable benefits** have been generated, which, **as of May 8th** of this year, have already been put into **operation**.

The **new version of GoalBus®** for regulatory entities, **Integrated Transport Systems, and BRT systems** incorporates new **modeling and analysis possibilities**. These allow **maximum adjustability** for all **restrictions and quality parameters**, in order to obtain **optimized solutions** that comply with all required conditions, **maximize the benefits** obtained, and allow for the **best use of existing resources**.



At present, Transmilenio operates **1.500 buses**, a number which is expected to increase to **13,000** for operation of the new IPTS.

Within the **framework of collaboration that has existed** for more than ten years, **GOAL SYSTEMS** will continue **to work together** with **Transmilenio**, in order to provide the **latest in optimization for the Transmilenio system's services**.

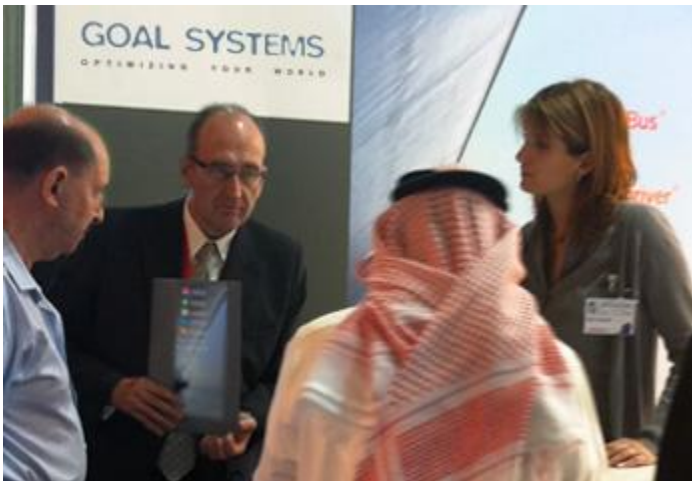


### GOAL SYSTEMS Makes Successful Appearance at The Uitp Congress in Dubai

APRIL 2011 — Dubai, UNITED ARAB EMIRATES. In April, GOAL SYSTEMS was present at the World Congress and Mobility & City Transport Exhibition organized by the UITP. This event provided GOAL SYSTEMS with an opportunity to showcase its products and its know-how related to the field of resource optimization for urban transit companies from the Persian Gulf region as well as others from around the world who attended.

The purpose of our presence at the event was to participate in an exchange of ideas with the primary players in the sector. It was an opportunity to present our products and services to potential clients from around the world, with a special focus on those from the Middle East, a region where we already have a number of important clients.

Our presence at the exhibition ensures that we will be able to cultivate medium-term business opportunities. In this region there is a strong awareness of the need for public transit solutions. In recent years, large mobility projects have been developed, such as the light rail systems in Dubai and Abu Dhabi, where the world's most up-to-date technology and best solution in the world were sought out. Through being awarded the Mowasalat contract in Qatar, GOAL SYSTEMS could not miss out on the chance to have a presence at this event in one of the region's most iconic cities.



The International Association of Public Transport (UITP) is a public transport organization that encompasses authorities, operators, legislators, and scientific institutions related to the transit industry. The UITP actively promotes the development of sustainable forms of public transit. It is made up of 3,100 members located in 90 countries, who represent all of the modes of public transit: metro, bus, light rail, regional and suburban train systems, and water-based transport. The organization's main headquarters are in Brussels, with 11 regional affiliate offices and a special presence in countries with emerging economies.



### GOAL SYSTEMS launches marketing campaign in Brazil

MAY 2011 — Sao Paulo, BRAZIL. GOAL SYSTEMS has begun a new marketing campaign in Brazil to launch its products for the Optimization of Transport Operations.

Brazilian transit companies have experienced exponential growth since the 1990s. At present, **the country is undertaking a restructuring of its transit services**, involving both regulatory entities and operating companies. This process has three objectives:

- To provide better services to a growing number of middle-class passengers who demand **high-level services**.
- To improve the efficiency of services in order to **make profitable use of resources**.
- To prepare for the **sporting events** that the country will be hosting in the coming years, including the Olympics, America Cup, and World Cup.

Similar scenarios have taken place in other countries that are already relying upon **Goal Systems** to support this type of restructuring as part of their process of change.

"We believe that Brazil is at a point where our tools, our international experience, and our support could be of great service to both regulatory entities and operating companies. We can help with **increasing service quality and efficiency for their operations, which will allow them to adapt to the changing circumstances** that they are now experiencing, and which they will continue to experience in the near future to an even greater degree.



As has been the case in other countries, Brazil's leading companies possess a **vision for the future**, and with our support we know that we can give them **a competitive advantage to put them years ahead** of other companies. For regulatory entities, we can provide an efficient working model that will help avoid risks when implementing the **new transit systems** that will have an immediate impact on the lives of their citizens."