

PRESS RELEASE

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Bus finalists drawing closer to M.A.D Awards

A bus driver from the North West and Wales region has been recognised for going the extra mile by being named as one of the finalists at bus operator Arriva's annual Made A Difference Awards, Driver of the Year.

With nearly 50 public nominations, Neil Atherton was chosen from hundreds of drivers in the North West and Wales to make it to the glittering awards ceremony on 20 April.

Each year Arriva buses opens the bus driver of the year award to its customers, giving everyone in the North West and Wales the chance to share stories of their dedicated drivers. The 37-year-old, who lives in Widnes, Cheshire, has worked for Arriva for 17 years and was "overwhelmed and humbled" to make it through to the finals.

Neil was described as "being the funniest driver with a great sense of humour" by the public in their nominations. He was selected from a list of three shortlisted drivers, including Richard Banner and Rosemary Warren and will now be celebrated with the rest of the top regional drivers during the much anticipated ceremony, where an overall Bus Champion will be announced. Arriva's M.A.D Awards, now in its fifth year, are a national recognition programme which looks at all elements of the bus company, including engineering, depot management and back office functions.

Gillian Singh, Marketing and NPD Director at Arriva UK Bus, said: "Each year the awards get bigger and better and we've received some fantastic feedback from the public about all of our drivers in every region. It's a testament to Neil that he's made it to the final and is being recognised for all of his hard work and excellent public customer service.



“Getting our customers to share these stories and nominate gives recognition to drivers who genuinely do go that extra mile just because they care.”

For more information please visit www.arrivabus.co.uk

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Notes to editors

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About Arriva UK Bus

Arriva UK Bus is part of Arriva plc, one of the largest passenger transport providers in Europe, employing some 54,500 people and delivering more than 2.2 billion passenger journeys across 14 European countries every year. It currently operates a fleet of some 5,900 vehicles in the UK alone, providing services in the North East, North West and South East of England, Yorkshire, the Midlands and Wales.

In addition to the Arriva-branded networks, it also operates locally branded bus services including Hinckleybus, Yorkshire Tiger, Network Colchester and Green Line, which provides regular coach services between central London and the Home Counties.

In 2010, Arriva was acquired by Deutsche Bahn, and is now responsible for the growth and development of all Deutsche Bahn’s regional passenger transport outside of Germany.

