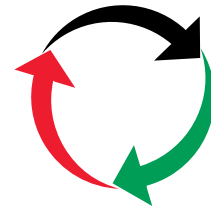


# مواصلات الإمارات Emirates Transport



## MARKET

Throughout a generation's lifetime Emirates Transport has established the rules of safe transportation to give an unparalleled example in the transportation sector - especially school transportation. For thirty years the Corporation has continued its march of providing services to the residents of the UAE who represent the vanguards of the future.

The Corporation provides outstanding services to strategic partners and clients such as the Ministry of Education, Abu Dhabi Education Council and the Ministry of Interior in addition to tens of other clients. Their package of services includes school, governmental and commercial transportation in addition to the rental, maintenance, technical inspection and logistic services provided through its eighteen business centres.

The Corporation's vision is based on excellence and leadership in transportation services on regional and local levels performed to the highest international standards. Its mission is very clear and is represented in its commitment to the national objectives towards community service by providing a variety of services in order to realise the objectives set for both clients and partners.

The Corporation is one of the Federal government investment arms and is specialised in the transportation sector. The Corporation has eighteen investment centres and nine branches in Abu Dhabi, Al-Ain, Dubai, Sharjah, Ajman, the Central Region which - in turn - includes Umm Al-Quwain, Falaj Al-Mualla, Al-Dhaid, Al-Melha, Al-Madam. It also has branches in Ras Al-Khaimah and the Eastern Coast which includes Al-Fujairah, Khurfakkan and Kalbaa. The Corporation has also 33 stations.

## ACHIEVEMENTS

The achievements of the recent few years confirm the excellence and leadership of Emirates Transport. Amongst these are:-  
**Emirates Award for Excellent Governmental Performance 2009/2010** - This is the largest federal award in the field of management excellence within Sheikh Khalifa Programme for Governmental Excellence.

## ADAA System for Measuring Strategic Plan Indicators 2008/2009

- The Corporation achieved the highest performance rates within the strategic plan of the Federal Government.

**Dubai Sustainable Transport 2008/2010** - Award is given by the Roads and Transport Authority in appreciation of the best transport and safety practices.

## Social Responsibility Award 2008

**Nationalisation Award 2007** - The Corporation was honoured by Abu Dhabi Nationalisation Council in appreciation of its efforts in nationalising jobs.

## ISO 14001:2004 for Environment Management Systems

**ISO 9001:2008 Quality Management System Occupational Health and Safety System OHSAS 18001-2007**

## Investment in Human Resources Certificate 2002

**ISO 9002:64 2001**

## Dubai Quality Award 2000

In addition to these accolades Emirates Transport holds the Guinness Book of World Records Award for The World's Longest Parade of Hyundai Buses.

## HISTORY

Emirates Transport was founded in 1981. It organises and manages the transportation and maintenance operations and supervises operational activities as well as any other related tasks.

ET also aims to provide services and manage projects for the federal and local governmental bodies in the various fields of transportation and technical services in addition to any other works assigned to the Corporation by virtue of



the cabinet. In its sources of income, ET relies on its outsourcing contracts and utilising its potential. The Corporation is a profit making concern that operates as a fully fledged business.

The Corporation commenced the provision of school transportation services starting from the academic year 1982/1983. It also started maintaining the Ministries' vehicles in 1989. The works of Heavy Vehicles Inspection Centre commenced in 2000. Also, ET started the provision of transportation services to Ministries as of 2003.

## PRODUCT

### School Transportation

The School Transportation Centre in Emirates Transport offers school transport services for all governmental school students, in accordance with its agreements with the Ministry of Education and the Abu Dhabi Education Council, where it transfers 213,000 students across the 3,387 school buses from 90,000 gathering point and dropping them to 721 government schools and vice versa, over 10,500 regular day trips amounting to five million miles per month.

The School Transportation Centre relies on three main things:

- Strategic Vision as school transport is an influential element in the system of mass transit in UAE, and to support the educational process in schools and make a transport environment to achieve high safety standards for students.
- Comprehensive school transport services, which includes regular daily transportation, school trips, summer centres and evening centres.
- Safety in students transfer, through the following key themes:

**School bus:** it is equipped with the latest standards and sophisticated equipment and is subject to periodic technical maintenance.

**Drivers and qualified supervisors:** The commitment to accuracy and professionalism in selecting and assigning the driver and supervisor; and to place a list of private traffic accidents and motivation systems, documentation and analysis systems and providing them with training and awareness programmes.

**Educate students and parents:** The Centre in coordination with school administrations holds lectures to educate students and their families, and participates in exhibitions and events for safety, launching the family safety project in addition to publications and awareness-raising and distribution of gifts to them.

### Business Centres



In addition to School Transportation Centre, ET has established a number of business centres that contribute to the creation of a multi-channel investment base and aims to provide a variety of system services to customers, through seventeen centres for business, as follows:

### Government Transportation

Provides government transportation services to ministries and federal authorities, through availing vehicles for various uses related to the activities of these sectors, and are available in all means of comfort and safety and provided with qualified drivers. This centre followed with an agricultural machinery unit that provides services to institutional and individual clients.

### Abu Dhabi Transport and rent

Is a major gateway to the customers of transport and communications in the Emirate of Abu Dhabi, and to provide all transportation services, leasing, management and operation of mass transit and long-term lease for many institutions and major corporations.

### Emirates Transport and rent

Aims to provide a variety of services in the transfer of staff and workers and achieves a high level of quality and efficiency for governmental and private organisations.

### East Coast Transport and Services

Aims to provide a variety of services of transport and maintenance services according to the best practices and the highest international standards through skilful people and sites owned by the Centre in the coastal cities of UAE.

### RAK Transport and Services

Providing a package of services specialised in the transport sector and maintenance services of high quality in the emirate of Ras Al Khaimah.

### Emirates Cars

Provide the finest renting services through the best vehicles to individuals who are willing to get this service, as the unit of the Emirates Limousine Centre provides the finest limousine services to individuals, companies, institutions and tourism transportation deals for hotels.

### Emirates Logistics

The Emirates Centre for Logistics aims to develop and deliver all the services specialised in internal and external shipping, with a commitment of time, required speed and reasonable cost.

### Petroleum Transportation Centre



Transfer and maintenance of liquid sulphur tankers, oil tankers also provides transportation services of oil and gas to government and private companies, through managing the entire operations for the transport of oil and gas via the trucks and transport vehicles, in addition to maintenance and operation.

### Abu Dhabi Technical Services



The centre handling the management and supervision of the activities of the workshops and provision of technical services, maintenance and repair of vehicles and all other support services to customers in the Emirate of Abu Dhabi, and offers its services through three main workshops and five sub-workshops.

### Emirates Technical Services

It is a specialised Centre to provide technical services, repairs and periodic maintenance in Dubai, Sharjah and Ajman for many clients in all sectors.

### Vehicle Inspection

Provides technical check up services for heavy vehicles in Musaffa in Abu Dhabi and Mazid in Al Ain city and Madinat Zayed in the Western Region, also provides services for axle weights in Musaffa and Sih Shuaib in Abu Dhabi, and Alghoevat in Gharbia, and Khatl al Shakleh in Al Ain.

### Convert Vehicles to Natural Gas

This Centre is specialised in the activities of converting vehicles to natural gas-based work and provides technical services for maintenance and repair of converted vehicles and all other support services to customers.

### Facilities Management

A specialised Centre in management, organisation and delivery of public services facilities, which include maintenance, support services and cleaning services, and aims to have full time clients to carry out their work through specialised work environment, supported by supportive services.

### Schools Services

Provide supervision services for the safety of students in school buses from-to their homes and offers internal correspondence service for schools.

### Al Itihad Driving Institute

Provides light vehicles driving learning services, plus heavy trucks and buses driving.

### Emirates Media

This Centre provides marketing and promotion services of commercial advertising on school and commercial buses, and universities buses, in addition to providing community-based ads for free, throughout the UAE.

### Emirates Transport Auctions

The Centre offers organisation and management services of auctions for the sale of used cars, and has distinct potentials depending on transparency to achieve the common benefit and interest to the seller and the buyer.

## RECENT DEVELOPMENTS

The activities of Emirates Transport means that they have to continually adapt to the many new regulations laid down by Government relating to transport and technical inspections etc.



The future for Emirates Transport includes a planned Special Centre for Motorbikes and also an increase in their Business Centre activities through analysing processes and developing current services.

## PROMOTION

Emirates Transport targets its promotional activities towards Corporate marketing through marketing initiatives related to CSR and environmental issues.

The Corporation is not focussed on profit but on providing outstanding services to the communities that it serves. Its strategic goals are developed inline with Federal Governmental goals.

## BRAND VALUES

Emirates Transport is committed to its national objectives towards community service by providing collective, comprehensive, safe, comfortable and economical means of transportation. ET runs its business based on three basic concepts:-

- Trust
- Credibility
- Efficiency

These concepts ensure that Emirates Transport is the number one choice for clients.

### Vision

Excellence and leadership in transportation services at the local level and regional level to the highest international standards.

### Mission

Emirates Transport is committed to national objectives to serve the community through leadership in providing a comprehensive mass transportation, safe and comfortable, and economic. Seeks to be a great choice for the various categories of Mtameliha through excellence in the provision of transportation services efficiently and professionally.

[www.et.ae](http://www.et.ae)

## Things you didn't know about Emirates Transport

Emirates Transport holds the Guinness Book of World Records Award for The World's Longest Parade of Hyundai Buses.

Emirates Transport operates 3,387 school buses which transport 213,000 students throughout 90,000 assembly points to 721 schools.

Emirates transport school buses cover five million kilometres per month.