

EMIRATES TRANSPORT

Issue [72] January 2019

Multiple celebrations
mark UAE National Day 47

61 winners honoured during
the 20th Awards for Traffic
Safety and Education

116 employees honoured
for achievements in the
first half of 2018



Driving Institute launches
**smart and
electronic
projects**



New customer service centre and auto workshop inaugurated in Sharjah

Vision

Integrated transport and sustainable growth.

Mission

We are committed to providing services of transport and leasing, school transport, auto maintenance and repairs and logistics, in accordance with the highest occupational health and safety, and environmental standards for our partners and customers, be they individuals or institutions. We also strive to enhance our financial resources within the framework of corporate governance, risk management and shrewd investment.

Values

Transparency and governance: We are committed to promoting the concepts of corporate governance and management accountability and consolidating a culture of transparency and openness. We arrive at our decisions based on scientific methods to achieve optimum performances and results.

Safety and Security: We believe security and safety are the primary requirements for all stakeholders including those affected by our performance. Accordingly, we work tirelessly and without compromise to sincerely meet this vital requirement.

Innovation and Foresight: We are committed to providing an environment that encourages creativity and innovation, and we continually strive to adopt the latest processes, innovative services and management practices that address the needs of our customers and meets their expectations and aspirations.

Care and Comfort: We focus our efforts and invest our resources in caring for our customers and responding to their individual needs and expectations. We endeavour to ensure their comfort and earn their loyalty and their support for the mission and objectives of Emirates Transport.

Aspiration and Excellence: We are committed to work towards achieving world-class status, transferring our exceptional knowledge and expertise, and expanding across local and regional markets in all areas of our specialties in the sectors of transport, supplementary and related services.

Competence: We believe that exceptional achievements and outstanding performance are the inevitable result of our convictions, daily practices and competent performances across the various organizational levels and in all disciplines and work sites.

Happiness: We believe that happiness is a human right and consider it the cornerstone in our strategic plan and the various programmes and initiatives geared towards customers, employees and the community.



GM Message



Mohammed Abdullah Al Jarman
General Manager of Emirates Transport

Handwritten signature of Mohammed Abdullah Al Jarman.



Smart Services to Enhance Traffic Safety

The UAE is characterized by its unique approach to development, which espouses creativity, innovation and reinvention in the services provided and in the mechanisms and means of their delivery. This approach always strives towards a single and clear goal: to serve people, to make them happy and to improve their lifestyle for the better.

The launch of five new smart projects at the Emirates Transport Driving Institute, in Warsan, Dubai, is a reflection of this approach, and in order to achieve further development and modernization in the services provided by the Institute to its trainees.

These new qualitative projects included the Smart Mobile Learning Centre, Smart Training Simulator Project, Smart Learning Project, e-Learning Training System, and the VIP Driver Training Service.

One of ET's objectives in the Strategic Plan 2018-2022 is to consolidate its local and regional leadership in the transport, leasing and auto services sectors, a goal that mobilizes all potentials and resources, and requires investment of all resources, possibilities and opportunities and to employ innovative solutions in the provision of services and the implementation of various operational and administrative processes. Subsequently, all of this also allows ET to achieve the highest levels of customer satisfaction and happiness.

In the course of less than 3 years, the ET Driving Institute has gained the trust of a wide base of clients. The Institute also witnessed remarkable growth in the number of trainees, which is reflected in the number of issued driving licenses over the past period, with 6,136 printed licenses distributed, so far. In addition, the number of trainers working at the Institute has risen to 45, featuring a variety of nationalities and languages, and it now boasts 62 training vehicles and mechanisms.

These tangible successes of the Institute are the result of a successful partnership with RTA, through which we work together to reach our common objectives by providing the community with qualified drivers who possess high qualifications and advanced skills, thus contributing to the UAE's vision and strategic plans through safe driving on roads, preserving lives and properties, and the adherence to the rules, regulations and traffic rules, in order to enhance the levels of traffic safety and reduce accidents on the roads of Dubai and beyond.



Events held in branches across all emirates

ET Driving Institute launches smart and electronic projects

The Emirates Transport Driving Institute launched five new smart and electronic projects to develop its services for learners at the Institute's building in Warsan, Dubai.

The new smart projects were inaugurated by Mohammed Abdullah Al Jarman, general manager of Emirates Transport, in the attendance of a number of officials from ET and the Roads and Transport Authority (RTA).

The newly launched projects include the Smart Mobile Driving Teaching Centre, the Smart Simulation Training Project, the Smart Learning Project, the Electronic Training System, and the VIP Driving Teaching Service. Commenting during the launch, Al Jarman said that through the launch of such projects the Corporation seeks to enhance its investment and business objectives based on technology and smart applications, in addition to concepts of artificial intelligence, innovation and creativity, all in line with the State's focus on developing such services.

Bader Al Attar, executive director of the Logistics

Services at ET, said that the new projects included the launch of the Smart Mobile Driving Teaching Centre which will contribute to maximizing the safety of all trainees by reducing the risks of accidents through simulating the role of the driver during live training.

He added that another new project was the VIP Driving Service, which will use eco-friendly luxury vehicles dedicated to VIPs.



12 auto services lanes processing up to 50 vehicles daily New ET customer service centre and auto workshop in Juwaize'e, Sharjah

Mohammed Abdullah Al Jarman, general manager of Emirates Transport, inaugurated a new customer centre for auto maintenance services in Juwaize'e, Sharjah.

Al Jarman, who was accompanied by Fahad Shehail, Group Chief of Staff at Bee'ah, the Sharjah based environment management company, stressed the keenness of Emirates Transport to develop and modernize all its auto services centres, to achieve the highest levels of customer happiness.

He explained that the multi-building facility includes a customer services and reception building, as well as an auto maintenance workshop that comprises 12 services lanes processing up to 50 vehicles daily. The newly inaugurated centre comes just two months after a similar facility was opened in Mezyad, Al Ain, reflecting ET's growing presence in a dynamic sector. Al Jarman said: "The ET Auto Services Division has achieved a significant leap in the level of its business. Following the opening ceremony, the ET general manager toured the new centre, where he inspected

the facilities, services and systems that it will provide. He also met with employees, stressing their important role as a key interface to communicate with customers, which requires providing the best levels of care and meeting their requirements to achieve their happiness.





At a cost of AED10.7 millions

Emirates Transport and Abu Dhabi Police inaugurate vehicle inspection and maintenance centre in Al Ain

Mohammed Abdullah Al Jarman, general manager of Emirates Transport, and Brigadier Ibrahim Nasser Al Shamsi, director of Drivers and Mechanisms Licensing Department at Abu Dhabi Police, inaugurated a new centre for heavy vehicles inspection and auto maintenance in Mezyad, Al Ain.

He explained that the multi-building centre, which cost AED10.7 million, covers a total area of 1,222 square meters and includes a customer services and reception building, auto inspection workshop for heavy vehicles, as well as housing the Abu Dhabi Police vehicles and drivers' licensing department.

The ET general manager added that the centre will also

have an auto inspection workshop comprises 10 auto services lines covering a total of 1,450 square meter.

He said: "The ET Auto Services Division has achieved a significant leap in the level of its business and revenues over the previous years, bringing in revenues of about 265.5 million dirhams during 2017, representing an annual growth of 8.5%, compared to 2016.

"The plan to expand the customer service centres includes the opening of six new sites in the country, including two other auto inspection centres in Al Ain areas of Al Hair and Al Quwa'a. The construction work is expected to be completed before the end of this year," added Al Jarman.

To ensure greater convenience to customers ET introduces robotic process automation for limousine booking and driver training services

Emirates Transport has announced the introduction of Robotics Process Automation (RPA) for a number of its services including vehicle rentals and driver training courses.

Feryal Tawakul, executive director of Support Services at ET, said that the process uses artificial intelligence technologies to provide more efficient services to

customers.

"The project meets government objectives for business transformation from traditional methods and processes to electronic and digital based technologies.

"The RPA system also streamlines our business model by raising production levels, drastically reducing costs, developing quality standards, and enables greater



Through its Vehicle Body Repair Unit

More than **11,500** maintenance operations for car insurance customers

The Vehicle Body Repair Unit, has carried out more than 11,500 vehicle repair operations for its clients from car insurance companies, between the beginning of the year until the end of October 2018.

governance of processes," Tawakul added.

The process is detailed and immediate, as it is able to automate a wide range of operations in the main functions on a 24-hours, seven days a week basis.

As for the services included in the RPA system, Tawakul explained that the Corporation initially worked on programming the services of the Emirates Cars Centre for limousine and luxury vehicle rentals and for training services at the Emirates Transport Driving Institute.

According to Khalid Othman, manager of the Vehicle Body Repair Unit, the repairs services were carried out through 6 auto workshops spread throughout the country.

Othman explained that the Unit, which falls under ET's Auto Services Division, provides a variety of services to its customers from different categories and carries out maintenance and repair services for light and heavy vehicles, and motorcycles, in accordance with the needs and requirements of customers, in addition to a number of other supporting technical services such as vehicle towing and vehicle cleaning. The manager of the Vehicle Body Repair Unit added that the daily capacity of the Unit's auto workshops is 52 vehicles per day, through a staff count of 213 trained and qualified auto technicians, which reflects the Corporation's keenness to develop its work systems and level of its auto services in line with the continuous growth in the transport market.

Providing maintenance services for nearly 500 vehicles

RAK auto services unit renews two vehicle maintenance contracts with local government entities



The Ras Al Khaimah Auto Services Unit has renewed its auto maintenance contract with the Department of Finance, and its 12 affiliated departments in Ras Al Khaimah, for one year to repair 180 vehicles, as well as with the Municipality Department in Ras Al Khaimah to repair 300 vehicles.

Commenting on the renewal of contracts, Abdul Rahman Kaddaw, manager of Ras Al Khaimah Auto Services Unit, praised the performance of the teams in the unit, stressing that the renewal of these contracts

confirms their ability to retain their internal and external clients alike, attributing this to the quality of services provided.

Kaddaw reiterated the commitment of the Unit to continue its success with the support of the senior ET management, in order to ensure the satisfaction of customers and their happiness, indicating that the Unit provides its clients with a wide range of specialized technical and auto services through four workshops in the emirate.



Offers inventive solutions to its clients Transport services to SEWA extended with 60 new vehicles

The Government Transport Centre will provide 60 new vehicles, for a period of 4 years, to Zulaal water company, owned by Sharjah Electricity and Water Authority (SEWA).

This comes as part of services provided by ET's Transport and Leasing Division to a wide range of strategic partners in the public and private sectors around the country.

Abdul Ghafar Mohamed Yousuf, manager of the Government Transport Centre, stated the newly signed contract brings

the number of buses provided to SEWA to a total of 388, and stressed ET's keenness to deliver services of the highest quality.

Yousuf added that the Corporation is keen to renew its fleet of vehicles, annually, in all its branches in various parts of the country, according to the requirements of contracted client.

800 vehicles and 200 drivers to be provided

ET transport centre signs Dhs145 million worth of contracts in two months

The Emirates Centre for Transport and Leasing announced the signing of a number of new and renewed contracts worth a total of Dhs145 million during the months of July to November.

According to Tariq AlSedawi, manager of the Centre, the new contracts were signed with a number of government and private sector entities in Dubai and the northern emirates with a range of durations of between 3 to 5 years. AlSedawi said that the new contracts were for the provision of transport and leasing services, as well as logistics and fleet management services, involving approximately 1,100 vehicles, in addition to providing



more than 500 qualified drivers.

He explained that the high quality and efficient service package offered by the Centre had resulted in attracting and renewing a number of contracts with a number of government and private bodies for various contractual periods.

The most prominent of these clients are Emirates Airline Group, Exterior, Dubai duty Free, Etisalat, ENOC, Emirates post and Amazon, in addition to a number of universities and colleges.



Increase of 25% in demand, so far this year, compared to 2017 Roadside Assistance Unit sees impressive growth in services



The Roadside Assistance Unit revealed a huge increase in service demand since the start of the year.

Eng. Amer Al Harmoudi, executive director of Auto Services Division at ET, said the Unit, which specializes in providing round-the-clock roadside assistance to both companies and individual clients, served 56,437 vehicles in 2018, so far, compared to 44,936 the previous year, an increase of 25%.

The Clients benefited from a wide range of roadside services including towing of vehicles in case of break down or accident.

The Unit also offers assistance to road users who find themselves with a punctured tyre, dead batteries, locked doors, empty petrol tanks, or any other mishap. Other services include door-to-door vehicle registration

and renewal services.

To increase the reach of the service, the Unit launched a smart application that enables road users to request roadside assistance in the event of a breakdown, or other car-related trouble.

The Road Assistance project received two awards in recent years including the award for Best Road Safety Innovation Campaign by a Government Sector during the Middle East Road and Bridge Forum 2017, organised by the Ministry of Infrastructure Development and held in April of last year.

Also in February of 2017, the Unit received an award in the category of "Transport Safety" at the 9th Dubai Award for Sustainable Transport (DAST).

50% decrease in the number of serious accidents in the 2nd quarter Emirates Transport reveals 0% serious accidents in school transport in first half of 2018

Emirates Transport revealed that the quarterly traffic accident statistics recorded for its fleet of vehicles, including school transport, has shown a decrease in accident rates during the second quarter of this year, compared to the first quarter.

Eng. Abdullah Al Kindi, Chief Operating Officer of Emirates Transport, honoured school transport branches and business centres for achieving the reductions of accident indicators during a special ceremony held at ET's head office in Dubai.

The results of the second quarter of 2018 indicate an 80% decrease in the overall number of medium level accidents recorded in ET's fleet, and a decrease of 50% in the category of serious accidents, compared to the first quarter of the same year, noting that The school transport fleet in Emirates Transport has not recorded any serious incidents during the previous two quarters.

Al Kindi pointed out that despite the growth in the



number of vehicles, services and customers of the Corporation, and its wide geographical spread in various parts of the country, it has achieved a decrease in the percentage of traffic accidents. This confirms the continuous work that goes in the development of ET's transport services.

In locations such as the Central Region, the East Coast and Ras Al Khaima

720 buses to transport 18,000 university and college students

Emirates Transport have concluded preparations of its university transport fleet in readiness for the start of the 2018/19 academic year for universities and colleges.

The fleet, belonging to ET's Emirates Centre for Transport & Rentals, now boasts a total of 720 buses transporting more than 18,000 students to-and-from locations such as the Central Region, the East Coast and Ras Al Khaima.

Some of the educational institutions served by the Centre include Sharjah University, Dubai campus of Zayed University, the American University in

the Emirates, as well as the Higher Colleges of Technology.

Tariq Ziad AlSedawi, manager of the Emirates Centre for Transport & Rentals, said the increasing numbers of the Centre's transported students over the years is a reflection of ongoing growth in the Unit's services.

He said: "As well as expansion of services to existing universities and colleges, we are in talks with a number of universities in Dubai International Academic City and expect to be come to an agreement with some of them in the near future".



Roadside Assistance Unit

Providing roadside assistance through a dedicated 24/7 service.

Part of Emirates Transport's Auto Services Division, the Roadside Assistance Unit offers breakdown and vehicle towing services, including quick repairs and battery recharge and replacement, as well as various other services, with coverage that extends all over the UAE.

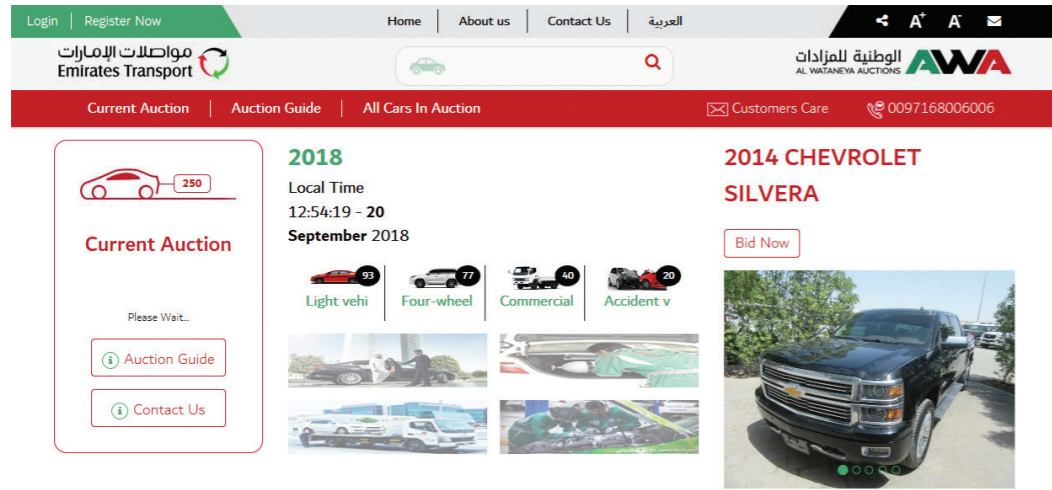
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Signed and extended 43 contracts for sales of used cars

Al Wataneya Auction sells more than **4,400** vehicles in 2018



Al Wataneya Auctions has reported the sale of 4,444 used vehicles during 2018, so far.

The sales represent a 5.7% increase on sale figures from the same period in 2017, reflecting a healthy improvement in the used cars sales market.

The sales are carried out through online and closed envelope auctions which are regularly held in both Abu Dhabi and Sharjah.

Salman Mohammed Ibrahim, manager of Al Wataneya Auctions stated that the centre also signed and extended 43 contracts with various government and private sector companies for the sale of used vehicles.

Ibrahim added: "The types of vehicles sold include industrial-purpose vehicles, pick-up trucks, four-wheel drive vehicle, saloon cars and buses".

To ensure safety of students at all times School bus drivers reminded to stop buses during foggy conditions

Emirates Transport regularly reiterates to all its drivers the importance of following traffic safety rules during different weather conditions. This is within its continuous pursuit and efforts to maintain the safety of transported children, it also springs from the

Corporation's desire to provide school transport service in a safe and sustainable manner, regardless of weather conditions in the region.

Abdullah bin Swaif ALghufli, executive director of the School Transport Division at Emirates Transport, said



In cooperation with the Abu Dhabi Traffic and Patrol Department **480** drivers trained on preventive driving during bad weather

The Emirates Transport Training Centre, together with the Public Relations Section at the Traffic and Patrol Department of the Emirate of Abu Dhabi, organized a safety course for 480 drivers of ET's Abu Dhabi Transport and Leasing Centre.

The course, under the title "Booster Course on Preventive Driving during Various Weather Conditions" reflects ET's keenness to raise the readiness and awareness of its employees, especially drivers, to ensure the safety and comfort of all passengers and road users.

Abdulla Al Amri, manager of the Abu Dhabi Transport and

Leasing Centre, said that the Corporation is keen to plan and train its employees in the field of risk and accident management within the framework of its emergency and crisis plan and as part of its efforts to promote road safety.

Al Amri explained that these training courses cover driving in difficult weather conditions such as fog, wind, dust and rain, and coincided with the initiatives launched by the various government and private agencies in the UAE, and the circulars issued by Emirates Transport to stop school bus operations completely at times when visibility is low due to fog or any other bad weather conditions.

that transport services during bad weather follow comprehensive procedures as set out in the manual for school transport operations.

These procedures, he added, are based on the Corporation's emergency plans, issued by the Department of Environment, Safety and Occupational Health & Safety, and adheres to regulations and recommendations issued by the National Centre for Meteorology and Earthquake and the National Commission for Crisis and Emergency Management.

Tarik Ahmed Al Obaidli, manager of School Transport

Operations stated that the Corporation instructed drivers to halt their journey and stop buses by the side of the road in times of low visibility of less than 100 meters. He also praised the Corporation's partners and their efforts to enhance the safety of students during school transport.



To develop efficiency of Emirates Transport services
ET signs contract with Etisalat Digital to provide smart tracking services to 20,000 vehicles



Emirates Transport has entered into a strategic partnership with Etisalat Digital during the Gitex Technology Week, held last month at the Dubai World Trade Centre, to provide smart tracking services for its vehicles.

Mohammed Al Jarman stated that the importance of the project is to employ artificial intelligence technology and to benefit from the internet of things in developing the efficiency of Emirates Transport services through continuous monitoring of the movement of about 20,000 vehicles.

Through the contract, Emirates Transport aims to provide smart tracking and monitoring services for the Corporation's vehicles, and to obtain accurate

information and analysis of the movement of these vehicles through Etisalat's Internet platform. The aim of the project is to enhance the safety and security of the passengers on the fleet of vehicles.

Under the agreement, Etisalat Digital will be responsible for the supply, installation, tracking, management and maintenance of the devices, in addition to the intelligent connection of the fleets using the M2M system, the development of the tracking software and its integration with the IoT platform, Digital Control for Digital Communications.

Starting in January 2019

ET provides dry wash services for vehicles parked at the branches of Union Cooperative Society in Dubai

ET's Dry Wash Unit has entered into a contract with Union Coop in Dubai to provide dry car wash services for vehicles in the parking lot of the branches of the Coop for two consecutive years starting from January 2019.

Bahaa Mohammed Rawashdeh, manager of ET's Dry Wash Unit, expressed his pride in the trust provided by Union Coop for the services provided by the Corporation, stressing ET's keenness in providing high quality wash services that meet the expectations of the company's customers and achieve their happiness.

Rawashdeh pointed out that dry wash services provided by

Emirates Transport have proven popular as they are compatible with green development practices and the State's efforts to preserve the environment and that's because of their contribution to the preservation of large quantities of water, with the Unit having already saved about 15 million litres of water between the start of the year and October as a result of washing more than 209,000 vehicles.

As for the contract with the Union Coop, the Dry Wash Unit manager revealed that the ET will start providing the service from the start of January 2019 and ending at the end of December 2020.



In the categories of 'Large Business' and 'Partnerships and Collaboration'
Emirates Transport wins in two categories in the Arabia CSR Awards

Emirates Transport received recognition in two categories during the 11th Arabia Corporate Social Responsibility (CSR) Awards, organised by the Arabia CSR Network.

The award ceremony was held in Ras Al Khaima, under the patronage of Sheikh Salem Bin Sultan Bin Saqr Al Qassimi, Head of the Civil Aviation Department in Ras Al Khaimah and attended by a host of top business executives from home and abroad.

The Corporation won first place in the 'Large Business' category and was honoured with a runner-up placement in the category of 'Partnerships and Collaboration' for its leading environmental investment project, the Tyre Retreading Unit.

HE Mohammed bin Saeed Al Kindi, former Minister of Environment and Water, handed over the award to Hanan Mohammed Saqer, executive director of ET's Corporate Services Division.

Saqer, in turn, handed over the award to Mohammed Abdullah Al Jarman, general manager of Emirates Transport, at a special internal ceremony.

Hanan Saqer, Executive Director of the Corporate Services Department, stated that the current session of the Arabia CSR Awards was attended by 108 institutions from nine Arab countries representing 39 sectors.

Within efforts to develop ET's business model and improve performances
ET Driving Institute gains membership of the International Federation of Training and Development Organizations and Dubai Service Excellence Scheme

Emirates Transport Emirates Driving Institute successfully attained membership of the International Federation of Training and Development Organizations (IFTDO), as well as membership of the Dubai Service Excellence Scheme (DSES).

Commenting on the achievement, Bader Al Attar, executive director of Logistics Services Division at Emirates Transport (ET), congratulated the working teams, stressing that these two memberships are in tune with the continuous efforts of ET to develop its business model and improve performances.

Abdullah Al Rahman, manager of Emirates Transport Emirates Driving Institute, a subsidiary of ET, said that the two memberships will contribute to enhancing the Institute's reputation, especially in the training sector, by enhancing the international recognition of the Institute and the exchange of best practices in this area through participation in, and organization of, the ITU Global Research and Conference Network projects, as well as capacity expansion through participation with other Members.





GM also congratulated the UAE and its leaders on the successful launch of KhalifaSat

61 winners honoured during the 20th Emirates Transport Awards for Traffic Safety and Education



Winners of the 20th Emirates Transport Awards for Traffic Safety and Education were honoured during a ceremony held at Intercontinental Dubai Festival City. The award, which is the biggest and richest of its kind in the region, aims to increase awareness of school transport safety among students, parents and the general public across the country. Attending the award ceremony were various representatives from the Ministry of Education, the Abu Dhabi Education Council, the Ministry of Interior as well as a number of officials from various education zones. Honoured winners included students of both public and private schools, families of students, and schools. In his opening remarks, Mohammed Abdullah Al

Jarman, general manager of Emirates Transport, praised all participants in the award and congratulated the winners, as he highlighted the important role the award plays in raising awareness of school transport safety. The ET general manager also took a moment to congratulate the UAE and its leaders on the successful launch of KhalifaSat, the first satellite to be entirely built by Emirati engineers in a UAE space laboratory, highlighting the UAE's growing expertise in satellite technology. The majority of the 61 honoured winners came in the categories of Students' Projects, Schools' Projects and the Ideal Safety Family category.

116

As part of 18 employee recognition and incentive programmes **employees honoured for achievements in the first half of 2018**

Emirates Transport organized a ceremony to honour 116 distinguished employees for their achievements during the first half of 2018. The honourees represented various departments and administrative units, in recognition of their outstanding achievements, quality of work, significant financial returns, as well as work teams that have attained a number of national awards. Mohammed Abdullah Al Jarman, general manager of Emirates Transport, and other ET executive directors, honoured the outstanding employees and work teams at the Corporation's head office in Dubai. In the course of his speech, Al Jarman congratulated the honourees for upholding the values of excellence and professionalism and for leading by example in the work environment.

The ET general manager also called on the attendees to enhance the levels of work integration and synchronisation, particularly among the various departments, organizational units and business centres, and to utilize the vast resources of Emirates Transport to provide greater creativity and quality on the delivery of services.



After successfully passing external audit inspections **Emirates Transport renews ISO for road traffic safety management system**

Emirates Transport successfully renewed its ISO 39001:2012 Road Traffic Safety (RTS) Management System certificate after auditors of the British Standards Institution (BSI) concluded their field inspections for the auditing and follow-up procedures at a number of ET sites. The federal transport corporation successfully completed the requirements for the system, which is designed to enable an organization -that interacts with the road traffic system- to reduce accidents which lead to death or serious injuries. The ISO was awarded to the corporation by the regional head office of the British Standards Institution (BSI), after 4 days of audits and inspections of ET's work sites in various emirates. Hanan Saqer, executive director of Corporate Services at ET, expressed

her delight with the renewal of the ISO 39001:2012 which, she said, reflects the corporation's keen interest to apply the best international practices in traffic safety. Saqer said: "This standard is an invaluable tool for Emirates Transport, giving it the advantages of implementing an occupational Road Traffic Safety Management System, both for itself and its stakeholders. The objective of the standard is to set and maintain the highest safety standards. The ISO 39001:2012 Road Traffic Safety (RTS) Management System aims to help save lives, support social responsibility programmes, improve road traffic safety results and, subsequently, cut accident-related costs and work interruptions.



Launched by the Ministry of Education with broad participation of local and federal institutions

ET participates in the second national week to prevent bullying

Emirates Transport participated in the activities of the second "National Bullying Prevention Week" launched by the Ministry of Education in cooperation with the Supreme Council for Motherhood and Childhood, under the patronage of Her Highness Sheikha Fatima Bint Mubarak, President of the Supreme Council for Motherhood and Childhood. The campaign aims to increase awareness of bullying throughout the United Arab Emirates and was held between November 18 to 24, to coincide with

International Children's Day. Abdullah Abdul Rahman, manager of the Emirates Transport Driving Institute, stressed the importance of the Corporation's participation in this campaign by providing training for the Institute's staff as well as school transport workers to deal with this negative phenomenon that extends beyond the walls of the school to the school buses which from an integral part of the educational system.

Attended by more than 30 managers Emirates Transport organizes awareness workshop on new strategic plan

ET's Department of Strategic Planning and Corporate Excellence, organized a workshop for managers to introduce and raise awareness of the new strategic plan for the years 2018-2022. The workshop was introduced by Mohammed Al Tamimi, manager of the Strategic Planning and Corporate Excellence Department at Emirates Transport, in the auditorium of ET's Dubai head office, in the presence of Hanan Saqer, executive director of the Corporate Services Division.



The lecture was attended by more than 30 managers of various organizational units from across the country and was held with the objective of disseminating the necessary knowledge of its new strategic plan in all its details, especially among the higher job categories. Al Tamimi explained that the strategic transformation stage witnessed by the Corporation requires a parallel activity in the field of information and awareness, so as to ensure the smooth and effective management of change.



Events held in branches across all emirates Emirates Transport holds multiple celebrations to mark UAE National Day 47

Emirates Transport held multiple events to mark the UAE's National Day 47 with senior officials, employees and their children, all enjoying the celebrations at the Corporation's head office, as well as all 9 branches across the State. The main event at the Dubai head office included competitions, a flea market, and various entertainment segments among other things. In a read out statement, Mohammed Abdullah Al Jarman, general manager of ET, said: "The celebrations are just a small reflection of our happiness to be part of this young nation". He added that all members of society

have a duty to contribute in the progress of the nation by working hard in their respective fields of work. The main events took place in the Corporation's Dubai head office and included a number of heritage-based activities and competitions for employees and their families. Al Jarman thanked all employees and attendees for their participation, particularly those who attended the celebrations in Dubai from other emirates. The event was also marked by a special tribute to the heroes of the UAE Armed Forces.

Transported 7,200 participants in the military parade 260 buses provided for National day celebrations in Abu Dhabi

Emirates Transport provided 260 buses to transport 15,000 participants who took part in celebrations in Abu Dhabi marking the UAE National Day 47, in cooperation and coordination with a number of government agencies. Mohammed Abdullah Al Jarman, ET general manager, said this initiative falls within the framework of community sponsorships provided by the Corporation and reflects its eagerness and pride in supporting such

national events. Al Jarman stressed that such activities in the field of social responsibility translates the vision of senior management of the corporation to strengthen its presence as an integral and active part in the community, and among its individuals and institutions, as well as strengthening the bonds of relationships with strategic partners and to strengthen the cooperation with them.



All branches and stations took part

Emirates Transport renews its oath to serve the Flag

Mohammed Abdullah Al Jarman, general manager of Emirates Transport, led the flag-raising ceremony at the Corporation's head office, in Dubai, and congratulated the UAE leadership and people on the occasion of Flag Day, which coincides with the anniversary of His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the UAE and Ruler of Abu Dhabi's, accession to the presidency of the country.

Al Jarman said the event has proved very popular as all institutions and members of the various UAE communities took part in hoisting the flag of the nation atop homes, offices and buildings.

He said: "This campaign embodies the cohesion and unity between the leadership and the people, and their collective bond with this beloved country.



"It is a matter of pride to see the people of the UAE, of all ages and creed, stand together in an expression of appreciation and love for the UAE flag, as a symbol of the Union and the nation", he added.

Elsewhere, managers and employees in all ET branches, throughout the state, participated in the day's celebrations by holding their own flag-raising ceremonies in front of their buildings and sites, with the participation of representatives of some leading schools in the respective emirates.



100 buses were allocated to transport 8,000 participants and spectators Emirates Transport provides free transfer to participants in Adnoc Abu Dhabi marathon

Emirates Transport allocated 100 buses to provide free transport to participants and members of the community to the Adnoc Abu Dhabi Marathon, in collaboration with the Abu Dhabi Sports Council.

The move comes within the framework of the strategic partnership between the two institutions, and as part of ET's social responsibility commitments.

Amer Juma Al Shehhi, manager of School Transport, Abu Dhabi Branch, said: "Emirates Transport is keen to contribute effectively to the success of national,

cultural and sports events and initiatives, and our support for the inaugural marathon is an extension of these plans".

Al Shehhi praised the strategic relationship between ET and the Abu Dhabi Sports Council, stressing that it is a renewed relationship through which the Corporation has provided support and sponsorship for a number of events organized by the Council, in particular the provision of free transport services through its huge fleet to large numbers of the public.



Initiative is part of wider corporate social responsibility efforts

Emirates Transport buses provide free advertising spaces for community and charitable organisations

Emirates Transport transported 1,320 free-of-charge adverts for community service and good causes on its buses, since the start of 2018, in support of various entities in the State.

The initiative, organized in Cooperation with the Mohammed Bin Rashid Global Center for Endowment Consultancy, comes as part of ET's commitment to its corporate social responsibilities and in line with the Year of Giving initiative launched by His Highness Sheikh

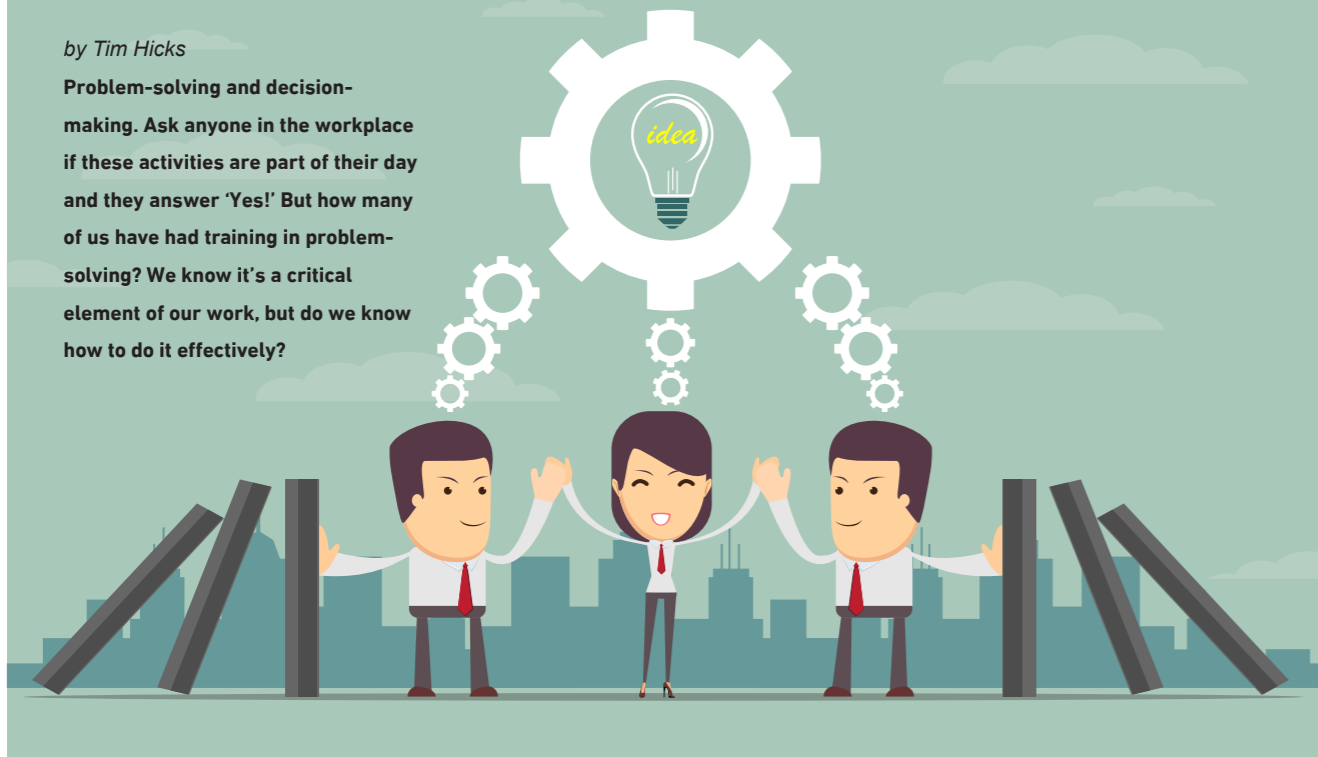
Khalifa bin Zayed Al Nahyan, President of the UAE. Abdullah Mohammed, manager of ET's Government Communications Department, said the project Community Advertising stems from the Corporation's keenness to support social campaigns and events. He added that the allocation of free advertising spaces on buses belonging to the fleet of Emirates Transport is a reflection of the commitment of the Corporation to achieve social and humanitarian solidarity.



Seven Steps for Effective Problem Solving in the Workplace

by Tim Hicks

Problem-solving and decision-making. Ask anyone in the workplace if these activities are part of their day and they answer 'Yes!' But how many of us have had training in problem-solving? We know it's a critical element of our work, but do we know how to do it effectively?



People tend to do three things when faced with a problem: they get afraid or uncomfortable and wish it would go away; they feel that they have to come up with an answer and it has to be the right answer; and they look for someone to blame. Being faced with a problem becomes a problem. And that's a problem because, in fact, there are always going to be problems!

There are two reasons why we tend to see a problem as a problem: it has to be solved and we're not sure how to find the best solution, and there will probably be conflicts about what the best solution is. Most of us tend to be "conflict-averse". We don't feel comfortable dealing with conflict and we tend to have the feeling that something bad is going to happen. The goal of a

good problem-solving process is to make us and our organization more "conflict-friendly" and "conflict-competent".

There are two important things to remember about problems and conflicts: they happen all the time and they are opportunities to improve the system and the relationships. They are actually providing us with information that we can use to fix what needs fixing and do a better job. Looked at in this way, we can almost begin to welcome problems! (Well, almost.)

Because people are born problem solvers, the biggest challenge is to overcome the tendency to immediately come up with a solution. Let me say that again. The most common mistake in problem solving is trying to find a solution right away. That's a mistake because it tries to put the solution at the beginning of the process, when what we need is a solution at the end of the process. Here are seven-steps for an effective problem-solving process.

1. Identify the issues.

- Be clear about what the problem is.
- Remember that different people might have different views of what the issues are.
- Separate the listing of issues from the identification of interests (that's the next step!).

2. Understand everyone's interests.

- This is a critical step that is usually missing.
- Interests are the needs that you want satisfied by any given solution. We often ignore our true interests as we become attached to one particular solution.
- The best solution is the one that satisfies everyone's interests.
- This is the time for active listening. Put down your differences for a while and listen to each other with the intention to understand.
- Separate the naming of interests from the listing of solutions.

3. List the possible solutions (options)

- This is the time to do some brainstorming. There may be lots of room for creativity.
- Separate the listing of options from the evaluation of the options.

4. Evaluate the options.

- What are the pluses and minuses? Honestly!
- Separate the evaluation of options from the selection of options.

5. Select an option or options.

- What's the best option, in the balance?
- Is there a way to "bundle" a number of options together for a more satisfactory solution?

6. Document the agreement(s).

- Don't rely on memory.
- Writing it down will help you think through all the details and implications.

7. Agree on contingencies, monitoring, and evaluation.

- Conditions may change. Make contingency agreements about foreseeable future circumstances (If-then!).
- How will you monitor compliance and follow-through?
- Create opportunities to evaluate the agreements and their implementation. ("Let's try it this way for three months and then look at it.")

Effective problem solving does take some time and attention more of the latter than the former. But less time and attention than is required by a problem not well solved. What it really takes is a willingness to slow down. A problem is like a curve in the road. Take it right and you'll find yourself in good shape for the straightaway that follows. Take it too fast and you may not be in as good shape.

Working through this process is not always a strictly linear exercise. You may have to cycle back to an earlier step. For example, if you're having trouble selecting an option, you may have to go back to thinking about the interests.

This process can be used in a large group, between two people, or by one person who is faced with a difficult decision. The more difficult and important the problem, the more helpful and necessary it is to use a disciplined process. If you're just trying to decide where to go out for lunch, you probably don't need to go through these seven steps!

Don't worry if it feels a bit unfamiliar and uncomfortable at first. You'll have lots of opportunities to practice!



Because people are born problem solvers, the biggest challenge is to overcome the tendency to immediately come up with a solution





الجريمة والعقاب Crime & Punishment



عصابات الدراجات النارية الخارجة عن القانون

يؤكد مكتب التحقيقات الفيدرالي أن عصابات الدراجات النارية الخارجة عن القانون تدعم نفسها في المقام الأول من خلال الاتجار بالمخدرات، والاتجار في السلع المسروقة، والابتزاز، وأنها تتقاتل في ما بينها على الأراضي وتجارة المخدرات غير المشروعة، وتجمع مليار دولار من الدخل غير القانوني سنوياً. كانت «حرب راكبي الدراجات في كيبك» حرب عصابات عنيفة بين عاصبتين لراكبي الدراجات، وقد بدأت في عام 1994 واستمرت حتى أواخر عام 2002 في مونتريال، أهم مدن مقاطعة كيبك الكندية، وشملت الحصيلة النهائية الهائلة 162 قتيلًا وعشرات الجرحى، ومن بين الضحايا صبي يبلغ من العمر 11 عاماً قتل جراء إصابته بشظية قنبلة من بين أكثر من 80 قنبلة زرعها راكبو الدراجات في المنطقة. كما تم استخدام الدراجات النارية في جميع أنحاء العالم لمجموعة واسعة من الجرائم التي تتراوح بين القتل والاعتقالات والسرقة.

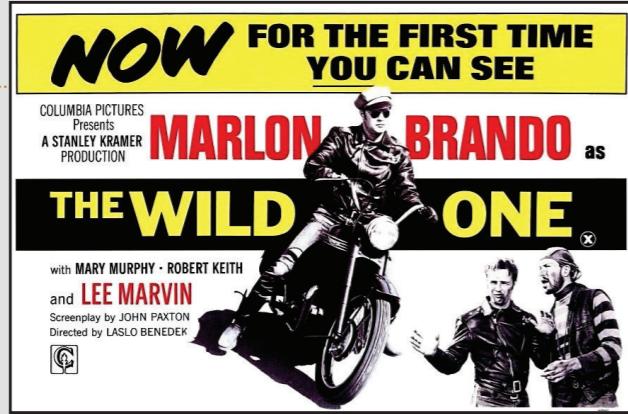
Outlaw biker gangs

The FBI asserts that outlaw motorcycle gangs support themselves primarily through drug dealing, trafficking in stolen goods, and extortion, and that they fight over territory and the illegal drug trade and collect \$1 billion in illegal income annually.

The Quebec Biker War was a violent turf war between two biker gangs that began in 1994 and continued until late 2002 in Montreal, Quebec, Canada. The final toll included a staggering 162 dead and scores wounded. The victims include an 11-year-old boy killed by shrapnel from one of the more than 80 bombs bikers planted around the province.

Motorcycles have also been used around the world for a wide range of crimes ranging from murders and assignments to theft.

1994



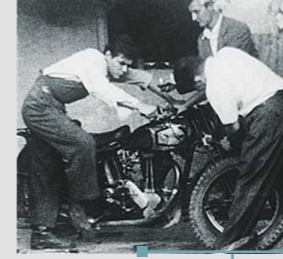
In Popular Culture

The Wild One (1953) is a film most noted for the character of Johnny Strabler (Marlon Brando), whose persona became a cultural icon of the 1950s. Easy Rider (1969), starring Peter Fonda and Dennis Hopper, is often described as a landmark counterculture film, and a "touchstone for a generation" that "captured the national imagination". Numerous books about motorcycle subcultures have been written, including Hunter S. Thompson's Hells Angels, Lee Gutkind's Bike Fever, and Daniel R. Wolf's The Rebels. Motorbikes also inspired countless songs and even became a favoured sound effect within the rock genre. The motorbike life style also inspired fashion trends, mostly in jackets and boots, with some of the largest clothing manufacturers launching their own bike clothing ranges.

The Wild One (1953) أو (الجامح) هو أحد الأفلام الأكثر شهرة مثل فيه الممثل الشهير مارلون براندو دور الشخصية البارزة جوني سترابلر، والذي أصبح رمزاً ثقافياً في الخمسينات. يوصف فيلم Easy Rider (1969)، من بطولة بيتر فوندا ودينيس هوبر، في كثير من الأحيان على أنه عمل مهم للثقافة المضادة، و«معياراً لجيل» وبالفلم الذي «استحوذ على الخيال الوطني». كتبت كتب عديدة حول الثقافات الفرعية للدراجات النارية، بما في ذلك كتاب «ملائكة الجحيم» للصحفي المؤلف هنتر إس توماس، و«حصى الدراجات» للمؤلف لي جتكيند، وكتاب «الناترون» للكاتب دانييل آر وولف، كما ألهمت الدراجات النارية أيضاً عدداً لا يحصى من الأغاني وأصبحت كذلك مؤثراً صوتياً مفضلاً ضمن موسيقى الروك. كما ألهم أسلوب حياة راكبي الدراجات النارية العديد من اتجاهات الموضة، معظمها في السترات والمعاطف والأحذية، مع قيام كبار مصنعي الملابس بإطلاق الموديلات الخاصة بهم.

في الثقافة العامة

دراجات نارية Motorcycles



دراجات نارية شهيرة

1939

Famous Motorcycles

La Poderosa

The Motorcycle Diaries is a memoir that traces the early travels of Marxist revolutionary Ernesto "Che" Guevara, then a 23-year-old medical student, and his friend Alberto Granado, a 29-year-old biochemist. They travelled on a sputtering single cylinder 1939 Norton 500cc dubbed La Poderosa (The Mighty One), to explore South America. During the formative 8,000 kilometres odyssey, Guevara is transformed by witnessing the social injustices of exploited mine workers, persecuted communists, ostracized lepers, and the tattered descendants of a once-great Inca civilization. The diary ends with a declaration by Guevara, born into an upper-middle-class family, displaying his willingness to fight and die for the cause of the poor, and his dream of seeing a united Latin America.

لا بوديروزا

«يوميات الدراجة النارية» هي مذكرات الرحلات المبكرة التي قام بها الثوري الماركسي آنستو «تشي» جيفارا، وكان وقتها مازال طالباً يدرس الطب ويبلغ من العمر 23 عاماً، مع صديقه ألبرتو غرانادو، كيميائي في التاسعة والعشرين من عمره، حيث سافرا معاً لاستكشاف أمريكا الجنوبية على متن دراجة نارية ذات أسطوانة واحدة من فئة (نورتون 500cc) لعام 1939 يطلق عليها اسم (لا بوديروزا) أي «العظيمة»، خلال هذه الرحلة التكوينية والتي بلغ مداها 8,000 كيلومتر، تغير فكر جيفارا إثر مشاهدة المظالم الاجتماعية لعمال المناجم المُستغلين، والشيوخ المُضطهدين، والمصابين بداء الجذام المنبوذين، وتهميش المتحدرين من حضارة الإنكا العريقة، وتنتهي اليوميات بإعلان جيفارا، وهو المتحدر من عائلة من الطبقة المتوسطة العليا؛ عن استعداده للقتال والموت من أجل قضية الفقراء، وحلمه في رؤية أمريكا اللاتينية الموحدة.

That's Interesting...



- * Around the world motorcycles are being used for more than thrills or status symbols – they're commonly used to transport more than just a person or two.
- * In 2000 the major motorcycle companies of the world reached a gentlemen's agreement to end a speed war of one-upmanship to try to make the world's fastest production bike, as they feared speeds would escalate to extremely dangerous speeds before it would end. A limit of 300 km/h mph was agreed.
- * Motorcycle helmets were invented by the neurosurgeon who attended to Lawrence of Arabia after his fatal motorcycle crash.
- * A guy stranded in the desert dismantled his broken down car and made a working motorcycle out of it.
- * On average, motorcycles are about twice as fuel efficient as cars.

مثير للاهتمام..

2000

- * في جميع أنحاء العالم يتم استخدام الدراجات النارية لأكثر من المرح أو التعبير عن المكانة - فهي تستخدم لنقل أكثر من مجرد شخص أو شخصين.
- * في عام 2000، توصلت شركات الدراجات النارية الكبرى في العالم إلى «اتفاق سادة» لإنهاء حرب السباق لصنع أسرع دراجة في العالم، خشية من أن تتصاعد السرعة إلى مستويات خطيرة للغاية، حيث تم الاتفاق حينها على الالتزام بسرعة 300 كم/ساعة كحد أقصى.
- * تم اختراع خوذة الدراجات النارية من قبل جراح الأعصاب الذي حاول إسعاف الضابط البريطاني توماس إدوارد لورنس والملقب بـ«لورانس العرب» بعد حادث تحطم دراجة نارية أدى لمقتله.
- * قام رجل تقطعت به السبل في الصحراء بتفكيك سيارته المتعطلة وإنشاء دراجة نارية عاملة.
- * في المتوسط، تبلغ كفاءة استخدام الوقود في الدراجات النارية ضعف ما هي عليه في السيارات.