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EROAD LAUNCHES EXPORT DRIVE

New Zealand technology company EROAD has launched an export drive based on the sale of its fully wireless electronic Road User Charge (eRUC) platform.

International developments indicate that the Heavy Vehicle eRUC and road pricing industry are poised for unprecedented global growth as governments develop alternatives to fuel excise charges to finance infrastructure, control congestion and improve community and environmental outcomes.

“The EROAD eRUC solution is secure, evidential, and low cost. The system does not rely on specialist enforcement architecture or gantries, and could be applied to any road network to implement distance, mass, time, location and emission based vehicle charging,” says EROAD CEO Steven Newman.

Mr Newman says that the EROAD product has received an overwhelmingly positive reception from international stakeholders looking to implement cost effective electronic road charging, and it has elected to develop its first export market in Scandinavia. EROAD was one of only four companies selected to provide road charging demonstrations at the recent World ITS Congress in Stockholm, and is a key participant in the Swedish eRUC trials. Opportunities in Australia and North America are also being pursued.

Engineered to deliver an integrated end-to-end solution, EROAD’s eRUC Management System encompasses the eHubo (a secure OBU), and a web-based payment gateway, to purchase and manage RUC, and provide fleet tracking and other value-add services. EROAD’s technology platform has been specifically designed to modernise the New Zealand RUC system, enabling cost savings for both transport operators and enforcement agencies.

“The New Zealand government’s initiatives to introduce online RUC and electronic distance recorders provide a substantial opportunity to develop a local high technology sector with significant export potential, and should ensure we regain our place as a transport innovator,” says Mr Newman.

Looking to the future some commentators have suggested that the intelligent road charging industry will form the vanguard of the next industrial revolution, with an estimated international market size in excess of \$100 billion per annum.

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