

# Linea AZZURRA

*tour | bus operator*



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# History

It all dates back to the **70s** when the young Piero Figus, just become of age, decided to start his own business, buying the first Volkswagen Bus which would have driven children to school during the week and teenagers to clubs in the weekend.

This was just the beginning of a company that, after **50 years**, still operates and “move people” with passion and professionalism, becoming a reference point for Turin and its surroundings first and for Milan too until it became one of the **leader companies for the international tourism in Italy**.

Since the beginning, the company tourist vocation is well clear. In the 80s the fleet counted already several Gran Turismo coaches serving important agencies operating national and international travels.

At the end of the **90s**, the founder’s son Fabio, graduated in Business Economics, entered the management and the company started to hit the market at an international scale making business with the most important global operators of the travel field and to **operate an extended range of long distance circuits in Europe**. In order to excel in such a competitive market, the management has always focused on innovating the fleet, training his staff and developing new and up to date technologies.

In the 2011 the company set a new branch in Milan with the aim to extend its offer of services also in this strategic area. In the same year Linea Azzurra had been chosen to be the Italian representative partner from the well known and prestigious “**Global Passenger Network**”, global organisation currently operating over 45 different countries all around the world an in continuous expansion. The network connects the best operators in the market by selecting only one company in each state able to provide services all over its territory complying with high quality and safety standards as well as the environmental regulations.



# The Company

Thanks to its fleets based both in **Turin** and **Milan** and with the support of the national and international networks is cooperating with, today the Company is able to provide **transportation services all over the European territory**, and to guarantee good attention to the client in order to meet and exceed his needs, speedy replies as well as flexibility.

This particular setting makes the Company the ideal partner for big global organisations and operators such as: Trenitalia, Club Mediterranee, Alpitour, Ventana, Kuoni, EF Educational Tours, Trafalgar, Globus, Insight Vacations, Compagnie Aeree, Cruise Companies, Sports Federations, Bank Institutes, Multinational Enterprises, Exhibition Organisations, Schools and Public Authorities.

During the years Linea Azzurra has been chosen for the logistics management of big events for important organisations, with the daily transport of hundreds and sometimes thousands of passengers. Back to the 2006, during the Turin Winter Olympic Games, the Company has been the official supplier of many sponsors as well of BOCOG (Beijing Organizing Committee for the Olympic Games) International Olympic Committee for the latest Games in Beijing. In the last years, more organisations have relied on the company professionalism due to the high reliability showed and the feedbacks have always been excellent.

The ten year experience has allowed the improvement of procedures designed to guarantee a flexible and reliable management. The reliability is also guaranteed thanks to insurances from the most important insurance agencies with the highest coverage caps in the field.

The company mission is as clear as its ethic code is which can be summarized: provide a service of high quality and safety standards base on its own possibilities, in order to guarantee cheapness both financially and environmentally speaking.



# Our Staff

The company internal structure, although it keeps its light family reality made of a few but valid professionals, follows the model of the global main tour operators in the market.

The **Operations** team is the cornerstone of the service delivery process. The multilingual staff has a decennial experience in this market and always complies with particular procedures for the planning, delivery and supervision of the services delivered. Available 24/7, the staff is trained also to promptly reply to any queries in a efficient way with strong problem solving skills.

The **Drivers**, who are the ones that represent the company image with final client, are motivated to pass the good and positive company values by a distinguished appearance and elegant uniform as well as a comfortable and safe driving style. All the drivers are carefully selected and once they join the team, they are trained following both updated courses stated from the regulations and optional courses (languages classes, safe driving lessons, behaviour trainings, legislative upgrades, etc...). Their psychophysical ability is (as per law) checked every month. Their performance is evaluated by steadily verifying the Client's satisfaction but also by using modern telematic systems installed onboard which evaluate the driving quality and efficiency with the aim to optimize the costs and the environmental impact. These systems can emerge into prizes and incentives for the most deserving drivers.

The role of **Crew & Fleet Manager** has been introduced. He is in charge of the selection, training and management of the crew travelling on the road on the basis of particular evaluation parameters directed to strengthen and homogenize the staff and make it work well as team in order to achieve all the company goals. Liaising with the management and the Operations team, he highlights the best employment of the resources.



# Our Fleet

Linea Azzurra fleet is made up of a wide range of vehicles of different sizes, perfect for any needs and travels. Each category has several different vehicles.

The vehicles are bought from the most prestigious and reliable factories. Every year the fleet is renovated in order to keep an **average age of less than 3 year**, surely one of the youngest fleet in the area, and a **maximum age of 6 years**. The investment plan for the coming years involves an additional improvement of this data. The vehicles have a **minimum energy class Euro 5** and by the next year the 90% of the fleet will be **Euro 6**.

The fleet and its equipage are legally registered, regularly checked, constantly inspected and supervised thanks to our **internal workshop** with experiences mechanics and **service contracts** provided by the manufacturers, which guarantee fast and efficient assistance all around Europe.

The Turin fleet has over 40 vehicles counting cars, minicoaches and coaches which are kept indoor and well equipped depots located in Moncalieri (TO) and Rho (MI).

**Sedans and minivans:** this category is mainly from Mercedes Benz, for a matter of distinction and image but also for the reliability of this brand. We provide Mercedes Class E, Class S, Class V and Viano, all from a very recent registration and equipped with the most sophisticated equipments, perfect for a business and executive clientele.

**Minicoaches and Coaches:** these are all Grand Turismo vehicles, equipped with modern comforts: reclining seats, safety belts, air conditioning, heating, own device entertainment systems, GPS, coffee machine and fridge, WC, bunk. The fleet provides also vehicles with access for disabled supplied with hydraulic self-loading tailgate.



The renting and transportation services with driver are the *core business* of the company and include:

- Transfers (airports, railway stations, ports, hotel, trades, tourist locations)
- Transfers and tours from and to all the Italian and European destinations
- Executive / V.I.P. services
- Representatives and guests entourage
- Transportation of equipments and employees
- School transport and school bus
- Logistic and operations planning for congresses, meetings and events
- Groups and individual entourage for tourist itineraries (organisation)
- Guided tours and excursions, National and International tours.

Starting from the commercial stage, through the development and study of the logistic, until an effective service distribution, our staff takes good, accurate and prompt care of the client. **The company guarantees a 24/7 availability.**

Since the 2014 the company, unique in its territory, has been improving its telematic localisation and monitoring systems on all its vehicles and it has been integrated to the administrative system in order to guarantee timely services. This system allows our offices to monitor in real time all our transports and activities so that we can also check that legal duty and resting hours are fully respected as per regulations (CE 561/2006), and we can promptly act whenever the compliance is violated. Additionally, the system allows us to monitor our drivers' driving, improving their performance with trainings if needed.

Moreover, with the development of the fleet, we are supplying the vehicles with **latest device entertainment systems** such as WIFI, TV etc.



# Quality and Safety

Linea Azzurra obtained the following Certifications: **Quality and Control System (ISO 9001 2015)**, **Environmental System (ISO 14001:2015)**, and it is in process to obtain the Certifications of Safety and Maintenance System (ISO 45001:2018) and Road Transport Safety System (ISO 39001:2016).

The improvement of the system has permitted the adjustment of our administrative systems with the most modern and efficient models and as result the company experienced a rationalisation of the exercise, accurate administration of procedures and functions, spotting and resolution of the noncompliances.

The careful attention to details, typical for an artisan business, is still part of the company despite the actual bigger size, thanks to a the formalisation of certain procedures.

This system is combined with the **maintenance** which is then well coordinated and carefully planned. The ordinary maintenance usually takes place in our workshop in Moncalieri with our experiences mechanics and registered in the administrative system in order to foresee any additional operations hence decrease potential issues on the road.

Moreover this administrative system allows us to meet the deadlines and to arrange without any delays special or seasonal equipment (winter tyres, snow chains, safety systems, etc.).

The **Fleet & Crew Supervisor** checks the efficiency by constantly collecting information from the crew on the road and reports to the Maintenance Supervisor and the Operations. Additionally we have an internal staff in charge of the **daily cleaning and purification of the vehicles and equipment** in order to always protect our clients health.





It has been already a while since Linea Azzurra started to be specialized in the logistics and consultation of events, conventions, incentives, trades, meetings and in general all the events which involve the efficient mobility of large numbers of passengers.

The logistics is crucial for the planning of events and often it becomes an event itself! Only with a patient and careful logistics management it is possible to keep a high organisational standard and guarantee the final client's happiness. Thanks to our wide and modern fleet and our partners, we can provide all over the nation, an unique interlocutor who deals in outsourcing the daily mobility of the guests -large volumes too- with vehicles of same brand and colour and drivers in professional uniform.

In addition to the extreme care of the services we hope you will entrust us, we also offer you several facilitations:

- 24/7 Support
- Passionate and skilled staff managing the Operations
- Availability of our multilingual staff, eventually to be on spot for any issue or need, also last minute.
- Bookings online platform shared with your team which can be easily managed in real time through an easy online tool (in progression)
- Sharing of our telematic system with your team which allows to follow in real time all the movements and activities of vehicles employed in the logistics
- Availability to brand our vehicles with the company or event logo either partial or total wrapping

