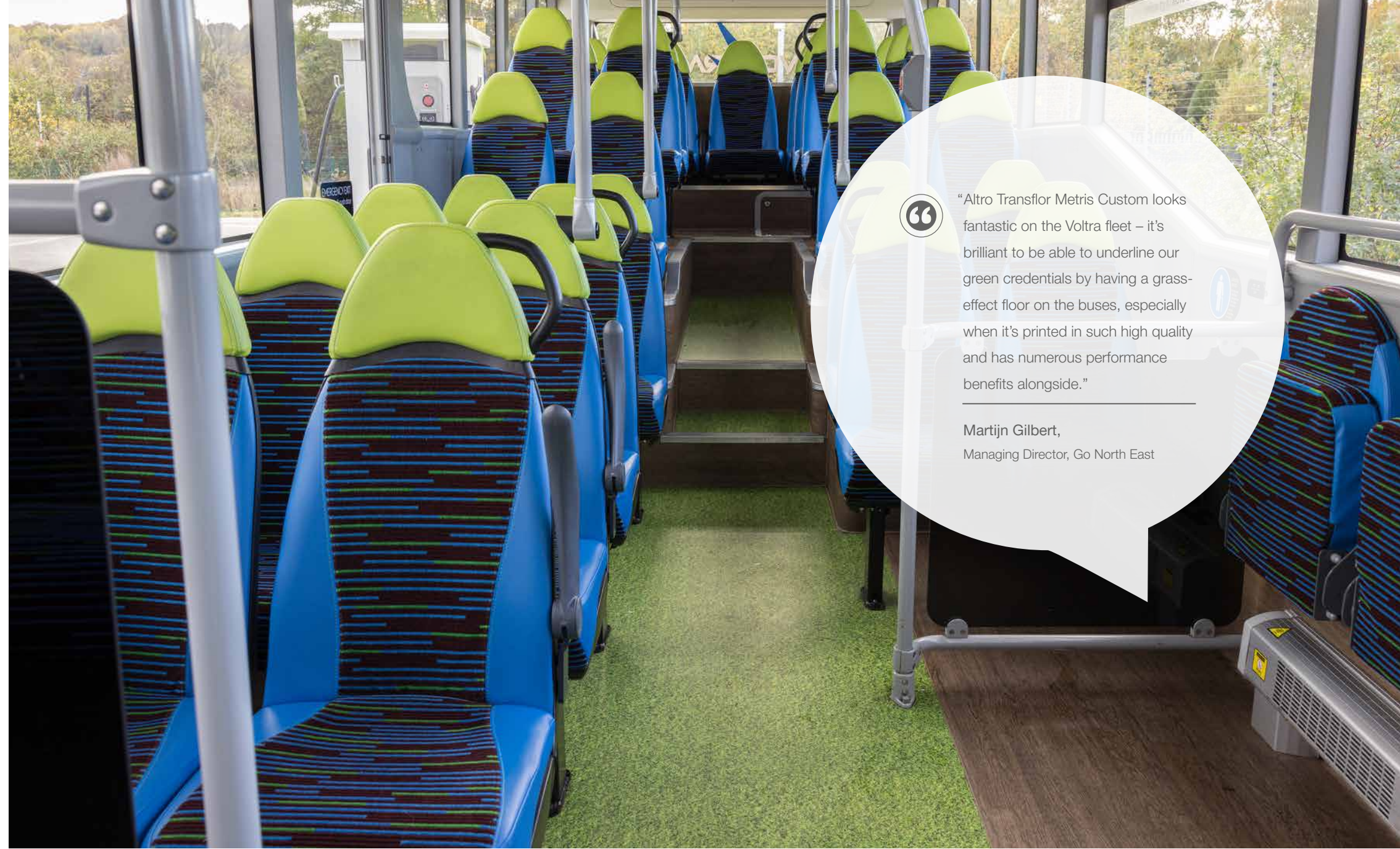


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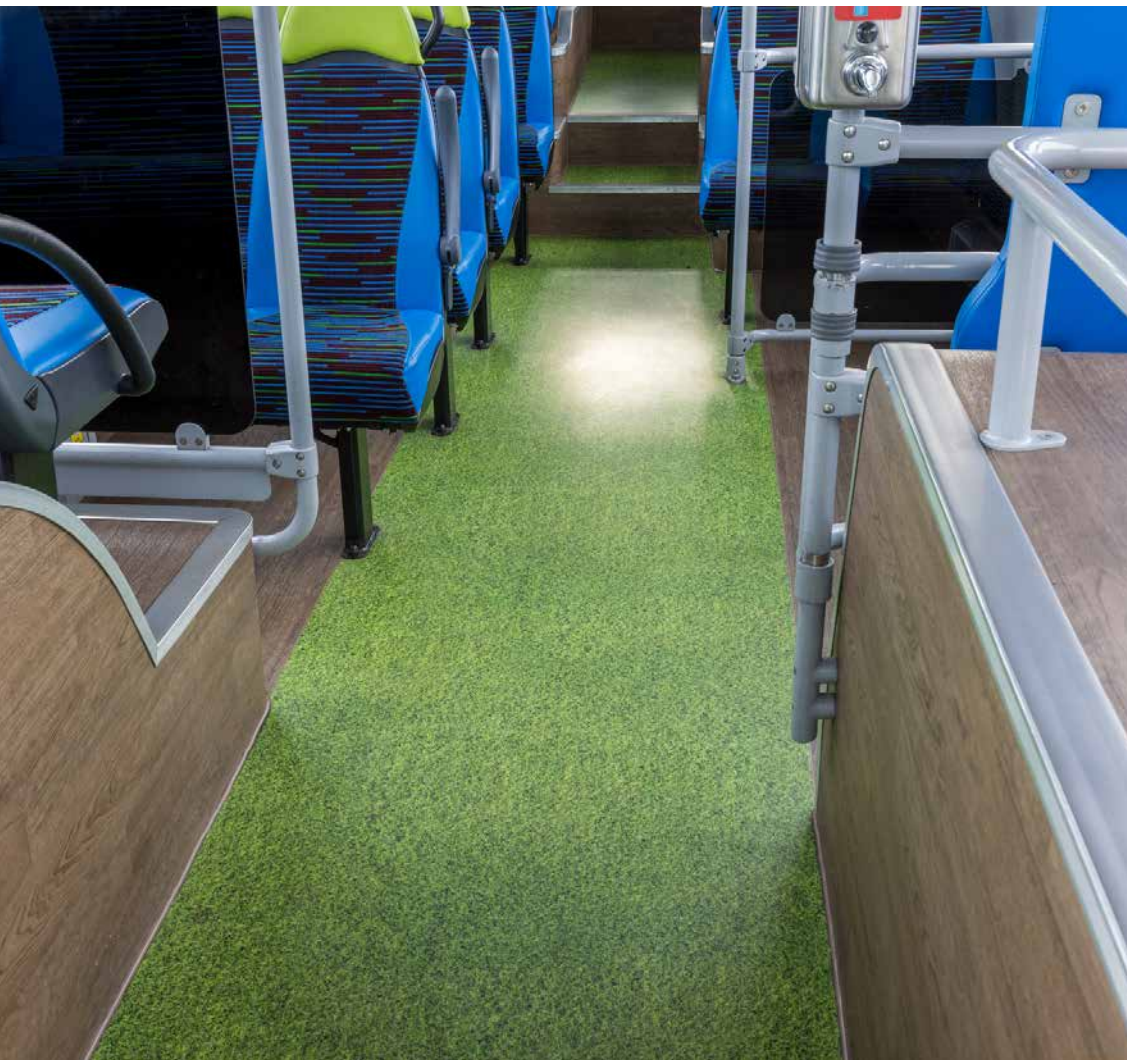
## Go North East Voltra Fleet, UK

Altro proves the grass is always greener with electric vehicles



“Altro Transflor Metris Custom looks fantastic on the Voltra fleet – it’s brilliant to be able to underline our green credentials by having a grass-effect floor on the buses, especially when it’s printed in such high quality and has numerous performance benefits alongside.”

Martijn Gilbert,  
Managing Director, Go North East



1. Altro Transflor Metris™ Custom

2. Altro Transflor Wood™





**altro**

## Go North East Voltra Fleet, UK

Altro proves the grass is always greener with electric vehicles

### Challenge

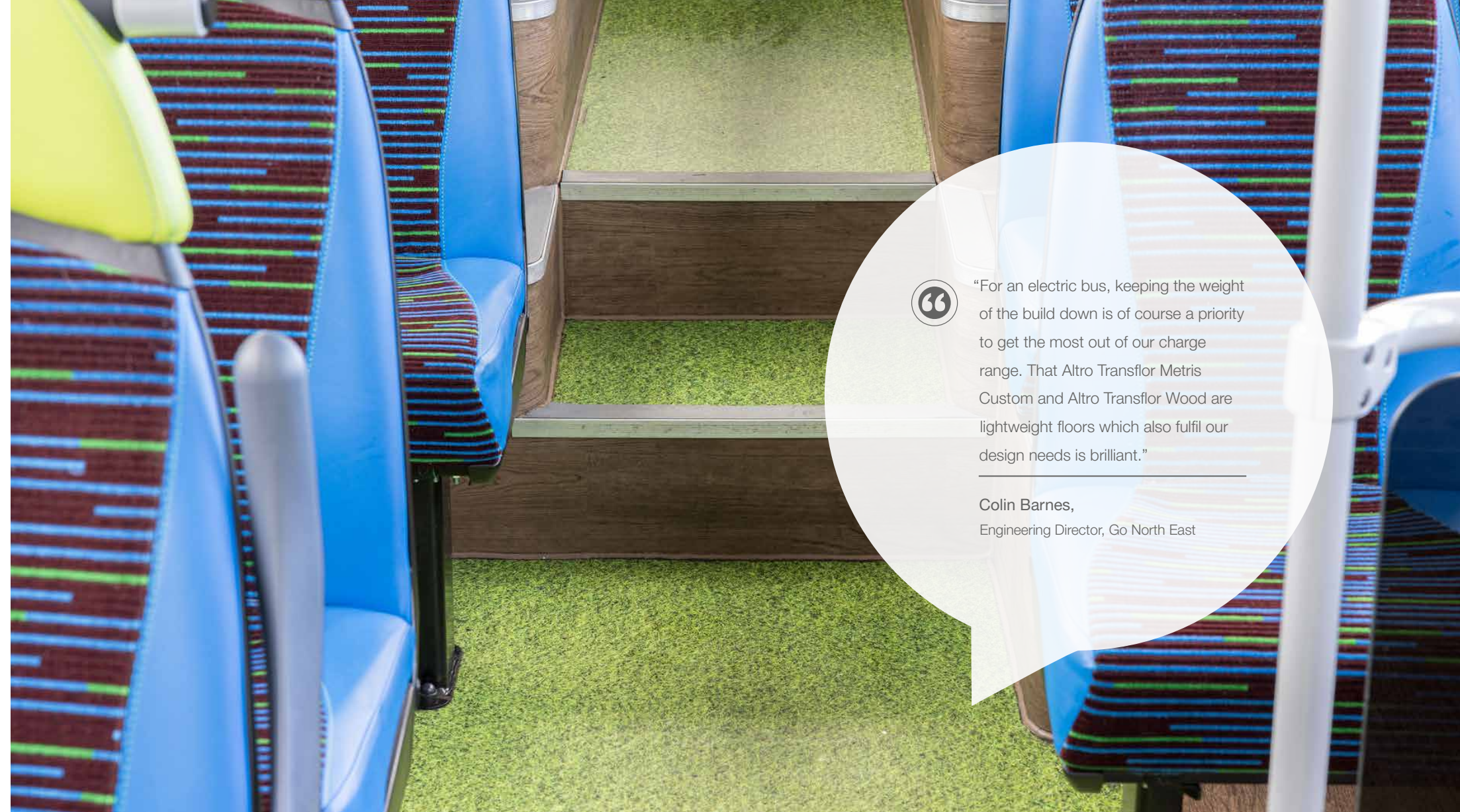
Go North East, part of Go-Ahead Group plc, operates a fleet of 650 buses across the north-east of England including in Newcastle-Upon-Tyne, Sunderland and Durham, transporting 175,000 users each day. As the world looks toward eliminating carbon emissions, Go North East work to reduce the environmental impact of their operations while providing a greener alternative to the private car.

### Approach

Trailblazing the move to zero-emissions public transport, in November 2020, Go North East introduced the new Voltra fleet of zero-emissions buses to serve Gateshead and Newcastle – the first of their kind in the region. These full-electric buses are intuitively designed with at seat phone charging, comfortable seating and convenient contactless payment. To top off this smart design, Go North East needed lightweight floors to support fuel efficiency and reinforce their eco-friendly message.

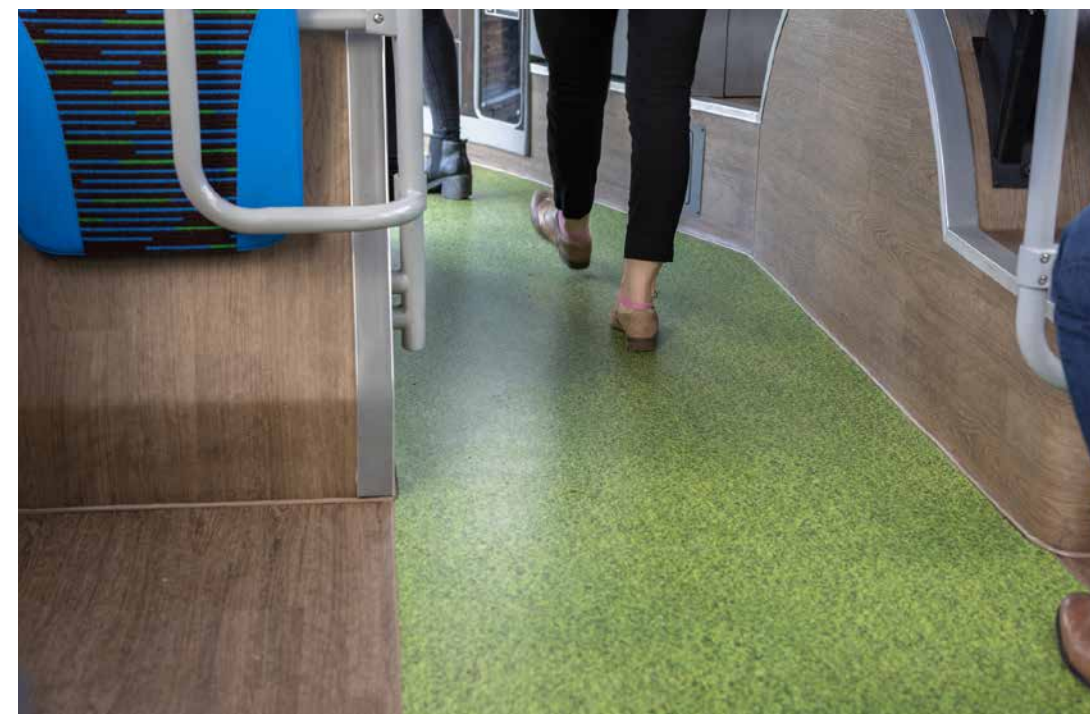
### Solution

What better way to shout about your green credentials than to have a grass effect floor? Go North East showed that the grass is indeed greener on a zero-emissions bus by choosing Altro Transflor Metris Custom in Grass for the aisles of their Voltra buses. The high-quality print of Altro Transflor Metris Custom brings the outside in, while maintaining all the key performance benefits of a vinyl floor: excellent durability, slip resistance, and a lightweight construction. Go North East also used Altro Transflor Wood under the seats, reinforcing the natural feel on board.



“For an electric bus, keeping the weight of the build down is of course a priority to get the most out of our charge range. That Altro Transflor Metris Custom and Altro Transflor Wood are lightweight floors which also fulfil our design needs is brilliant.”

Colin Barnes,  
Engineering Director, Go North East



For the first time in our transport portfolio, Altro now offers digitally printed floors for bus and coach. 2.85mm Altro Transflor Metris Custom gives you the widest choice of standard designs available in the transport market or the option to create your own custom design for your vehicle, all printed using our in-house state of the art digital printing technology. Altro Transflor Metris Custom also offers 15dB acoustic performance, excellent durability and a lightweight construction.

Altro Transflor Wood is a durable, 2.2mm safety floor for bus with high definition wood-look designs, perfect for use on a range of bus applications.