



Award-winners

THE Dualway Group in Rathcoole has become the only Irish transport company to bag this year's **Failte Ireland** 'Optimus Award'.

Dualway was awarded the top level 'Award of Excellence' at a ceremony in Clontarf Castle on July 1 – in special recognition of its "ongoing commitment to continuous improvement" and "business excellence".

Developed by **Failte Ireland**, the **Optimus** programme aims to help tourism establishments achieve excellence.

Companies can progress through three levels of improvement, from the entry level 'Service Excellence Awards' to the final level 'Award of Excellence' for exceptional performance as a business entity.

David McConn, General Manager of the Dualway Group, said: "We are extremely proud to be recognised with the 'Award of Excellence'.

"Our goal was to provide an exceptional and memorable service to our customers while making Dualway a great place to work for employees.

"Receiving this award, which is tied into the highest standard in Europe through the 'European Foundation for Quality Management Excellence Model', tells us we are doing something right."

Tony Lenehan, Head of Industry Standards and Quality with **Failte Ireland**, said: "The Dualway Group has been rigorously tested and judged to exceed the expectations of its passengers."

For more on Dualway's bus services visit www.dualway.com or call 4580054.