



Driving Insights No. 1



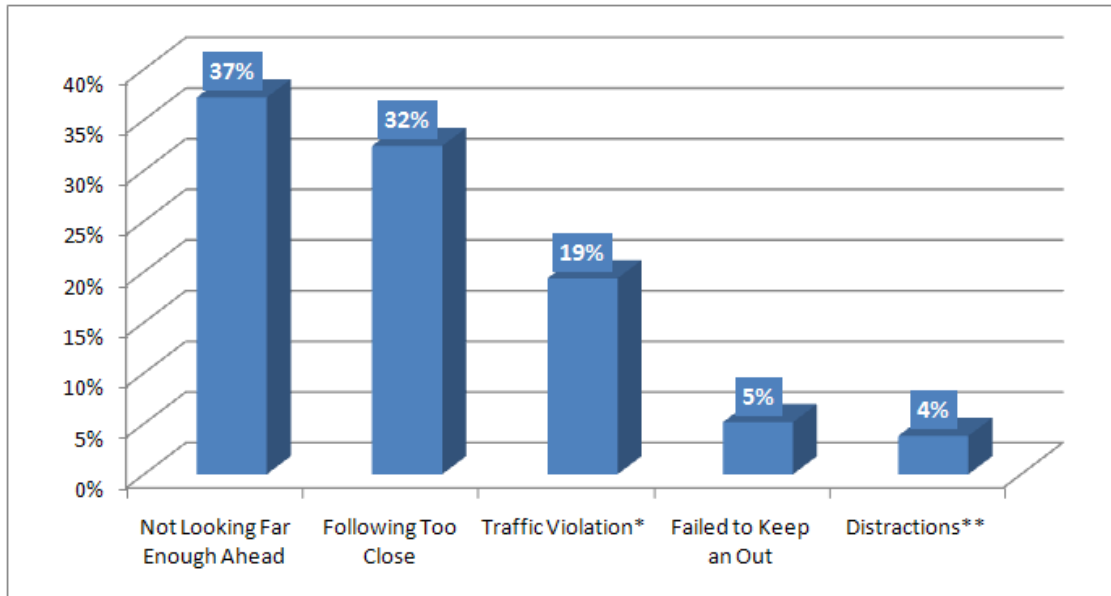
Transit Industry: Driving Behaviors & Collisions

Designed to provide insight for executives and managers throughout a variety of transportation industries, DriveCam’s Insights Series™ is derived from DriveCam’s extensive database of over 16 million driving events from 2 billion driving miles – the largest in the world. The first to go under the microscope is the transit industry. Initial research found a few surprises.

With so much focus in the news on collisions in the transit industry caused by distracted driving, DriveCam was surprised to find that it actually ranks #5 on the list of behaviors. The **Top 5 Driving Behaviors** among all transit vehicles in order are:

1. Not looking far enough ahead
2. Following too close
3. Traffic violations
4. Failure to keep an out
5. Distractions

Chart 1. Top 5 Recorded Behaviors in Risky Driving Events



*Traffic Violations include Speeding, Running a Stop Light/Sign, Rolling Stops, and Other Unsafe/Risky Violations

**Distractions include Hand-held Cellular Phones, Hands-free Cellular Devices, Food/Drink, Passengers, and other Electronic Devices (GPS, etc.).

What's the Solution?

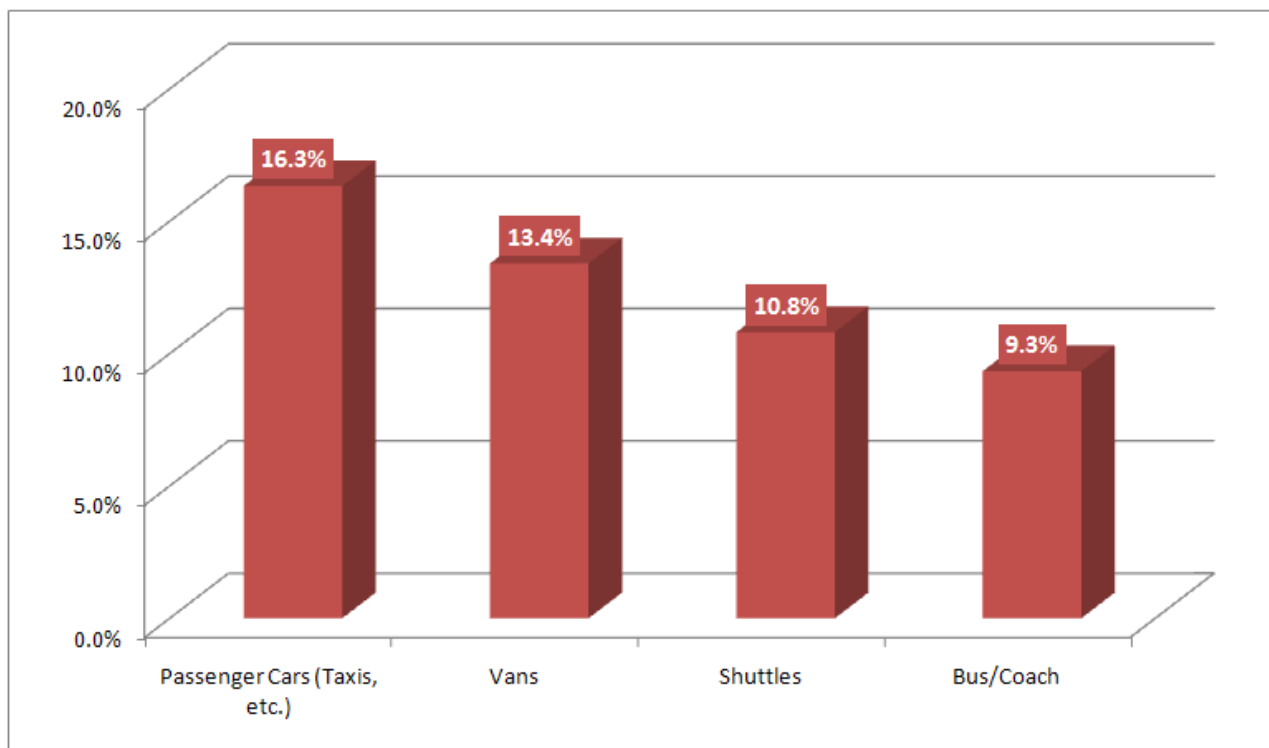
Most safe driving programs advocate that drivers of commercial vehicles look at least 15 seconds ahead, or about one block ahead at city speeds and about a quarter mile ahead at highway speeds. Projecting vision further ahead gives drivers more time and space to identify and cope with problems early enough to avoid a crash. It may even save a life. It also helps drivers to see changing conditions such as road construction or a red light sooner. Armed with this advanced knowledge, transit drivers can often make early throttle adjustments to keep the vehicle rolling longer. This can add up to meaningful savings in fuel expense, as well as a reduction in wear and tear on the vehicle.

For more information, check out [Looking Farther Down the Road](#) by Del Lisk, vice president, safety services.

Collision Rates

Delving a bit deeper into the data, DriveCam examined **Collision Rates per vehicle**. The collision rate of bus/coach was 9.3 percent, which compares favorably to the most recent *Transit Safety and Security Statistics and Analysis* from the Federal Transit Administration; it released data that resulted in a collision rate of 9.6 percent. Within collisions, passenger vehicles (taxis) had the highest collision rate of 16.3 percent – nearly double that of bus/coach at 9.3 percent:

Chart 2. 2009 Transit Industry Collision Rate by Vehicle Type



For this study, DriveCam reviewed over 100,000 risky driving events in a sampling of 10,000 transit vehicles. Transit-industry clients on DriveCam's Managed Services Program see a dramatic decrease in the frequency and severity of collisions year-over-year, resulting in an overall claims cost reduction of 30-80%. The data analyzed for this study focused on a disproportionate number of newer clients resulting in an average collision rate similar to third party industry research. DriveCam's Insights Series will be released on an on-going basis. **Next up: Transit Behaviors and Collisions vs. Other Industries.**

About DriveCam's Driving Insights

DriveCam's *Driving Insights* is designed to provide insight for executives and managers throughout a variety of transportation industries. It is derived from DriveCam's extensive database of driving events from over 3 billion driving miles – the largest in the world. *Driving Insights* is released on a regular basis.

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As proven experts in the science of safe and efficient driving, DriveCam prevents collisions and reduces fuel costs by improving the way people drive. Our solution addresses the causes of poor driving by combining data and video analytics with real-time driver feedback and coaching, resulting in reductions in collision-related costs and fuel consumption in over 150,000 commercial vehicles. In addition, DriveCam has monitored and analyzed data from over 3 billion driving miles and holds the world's largest database of risky driving, which is continually used to improve proprietary analytics and deliver insights into transportation industry trends. DriveCam was recently recognized as #30 in *The Wall Street Journal's* listing of Top 50 Venture-Backed Companies. For more information, visit www.drivecam.com.