



Driving Insights No. 2



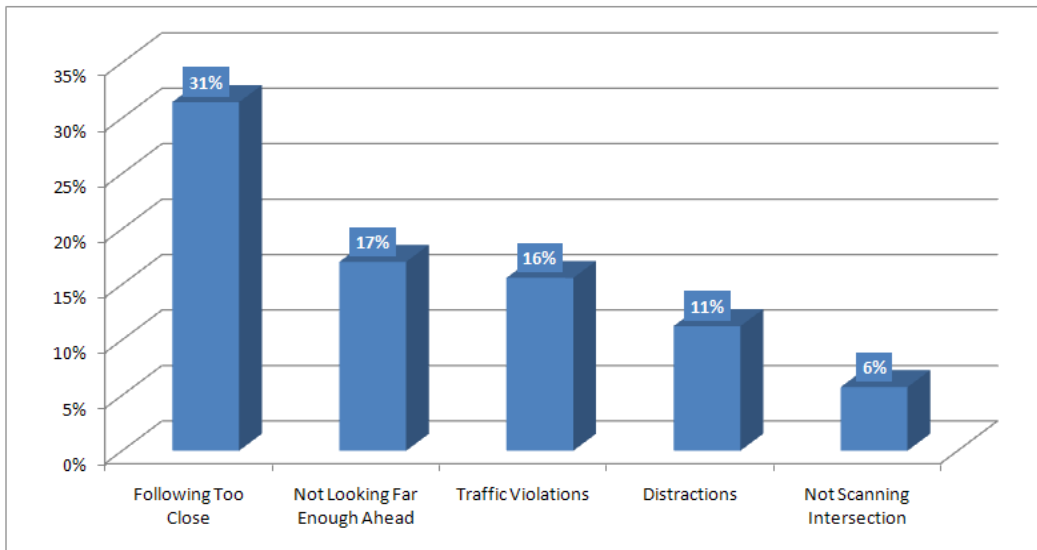
Waste Industry: Driving Behaviors & Collisions

Designed to provide insight for executives and managers throughout a variety of transportation industries, DriveCam’s Analytics Data 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 second to go under the microscope is the waste industry. Initial research found a few surprises.

With so much focus in the news on collisions caused by distracted driving, DriveCam was surprised to find that it actually ranks #4 on the list of behaviors. Driving fundamentals are a bigger issue than Distractions in the waste Industry with three of the top 5 most common behaviors recorded in Risky Driving being related to fundamentals (Following too Close, Not Looking Far Enough Ahead, Not Scanning the Intersection). The **Top 5 Driving Behaviors** among all waste vehicles in order are:

1. Following too Close
2. Not Looking Far Enough Ahead
3. Traffic Violations
4. Distractions
5. Not Scanning the Intersection

Chart 1 Top 5 Recorded Behaviors in Risky Driving Events



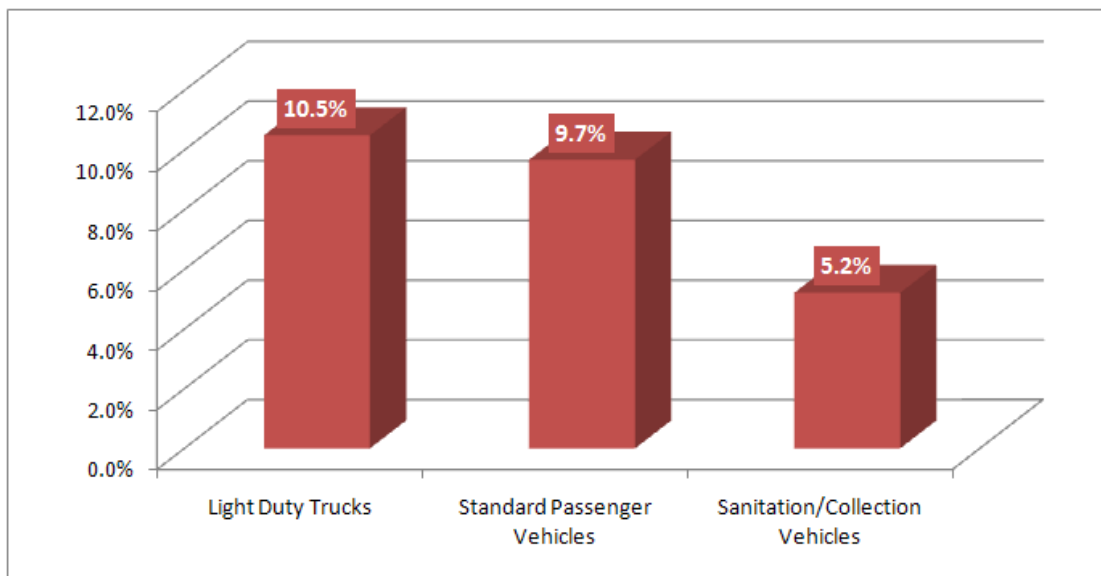
*Traffic Violations include Speeding, Running a Stop Light/Sign, Rolling Stops, and Other Unsafe/Risky Violations

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

Delving a bit deeper into the data, DriveCam examined **Collision Rates** (collisions per vehicle in service) among different vehicles types in service for the Waste Industry. The collision rate varies from 5.2 percent for sanitation/collection vehicles to 10.5 percent for light duty trucks. The higher collision rate observed in light duty trucks and standard passenger type vehicles is highly illuminating in light of a recent article published by WasteAge.com and written by Bruce Hooker of R.F. Mattei and Associates (an insurance services company). In discussing fleet safety programs, Hooker notes that, “ancillary vehicles often are overlooked in the implementation of these (collection vehicle) safety programs.” He further states:

“The ancillary fleet includes all of the vehicles owned or operated by a waste company besides the actual collection vehicles. Generally, this consists of vehicles that do not require a commercial driver's license (CDL), such as service units; supervisor vehicles; pickup trucks used to service missed stops or to run errands; company cars for officers, sales people and managers; and even personal autos owned by employees if those vehicles are used for company business. Accidents involving the ancillary fleet have led to significant liability claims against many waste companies, and fleet safety programs need to address this exposure.”

Chart 2 2009 Waste Industry Collision Rates by Vehicle Type



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.