



# Driving Insights No. 3



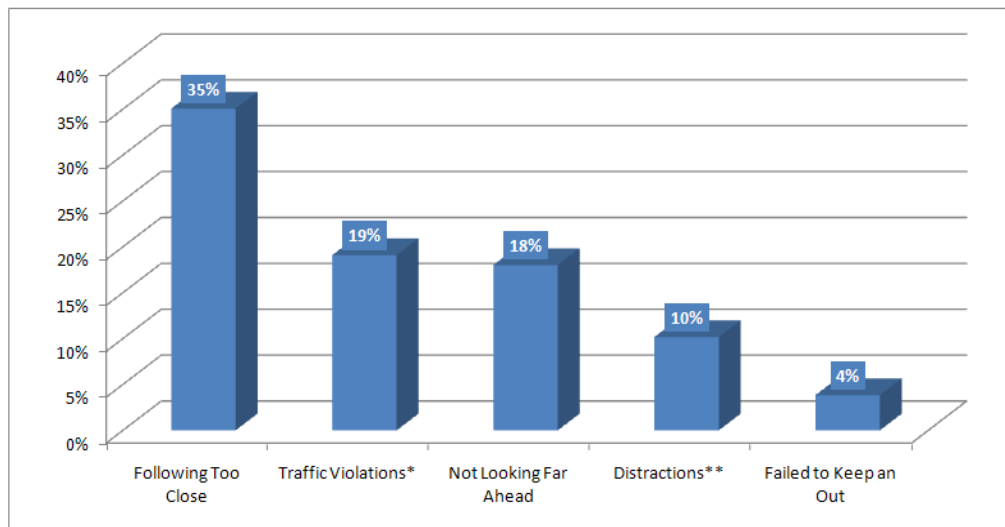
## Utility Industry: Driving Behaviors & Collisions

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 third to go under the microscope is the utilities 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 and traffic violations are a bigger issue than Distractions in the utilities Industry. Traffic violations (in the #2 spot) includes violation of basic traffic laws, such as rolling stops, running red lights and running through stop signs. The **Top 5 Driving Behaviors** among all utility vehicles in order are:

1. Following too Close
2. Traffic Violations
3. Not Looking Far Ahead
4. Distractions
5. Failed to Keep an Out

Chart 1 Top 5 Recorded Behaviors in Risky Driving Events



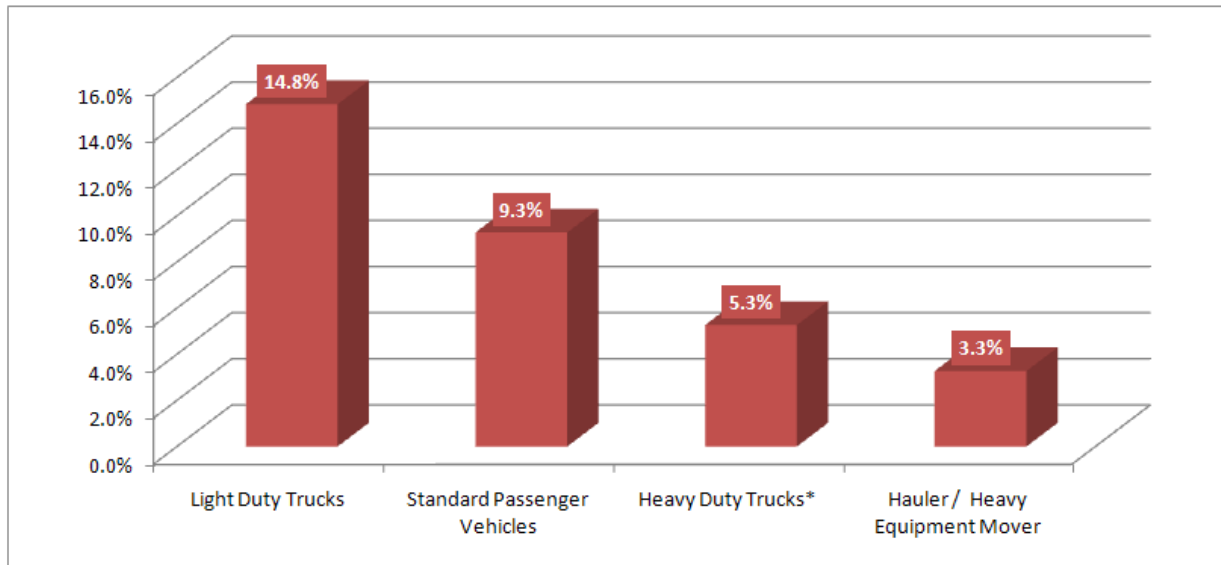
\*Traffic Violations include Speeding, Running a Stop Light/Sign, Rolling Stops, and Other Unsafe/Risky Violations

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

CNA, a provider of commercial insurance products recently released a study of insurance claims among utility contractors. Of particular note is the evaluation of auto claims by type of incident. CNA estimates that 20% of total claims were the result of a utility vehicle rear-ending another vehicle. This statistic supports DriveCam's finding of Following Too Close as the riskiest behavior in utilities, as this would naturally lead to more rear-end collisions.

Delving a bit deeper into the data, DriveCam examined **Collision Rates** (collisions per vehicle in service) among different vehicles types in service for the Utilities Industry. The collision rate varies from 3.3 percent for haulers/heavy equipment vehicles to 14.8 percent for light duty trucks.

**Chart 2 2009 Utilities Industry Collision Rates by Vehicle Type**



\*Heavy Duty Trucks are 2 axle 6 tire trucks

## 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](http://www.drivecam.com).