

# Driving Insights No. 4



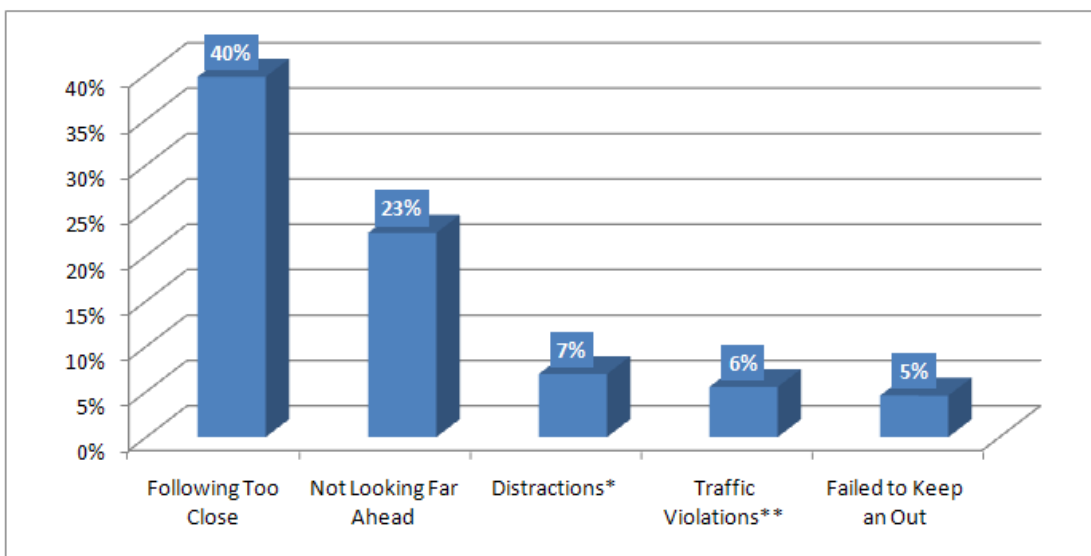
## Trucking Industry: Driving Behaviors & Collisions

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.

With so much focus in the news on collisions caused by distracted driving, DriveCam was surprised to find that it actually ranks #3 on the list of behaviors. Following too Close and Not Looking Far Ahead are bigger issues than Distractions in the long-haul trucking Industry. However, a closer look at Distractions reveals that handheld cell phone use is the most common distracting behavior among long-haul trucking drivers. The **Top 5 Driving Behaviors** among all long-haul trucking vehicles in order are:

- Following too Close
- Not Looking Far Ahead
- Distractions
- Traffic Violations
- Failed to Keep an Out

**Chart 1 Top 5 Recorded Behaviors in Risky Driving Events**

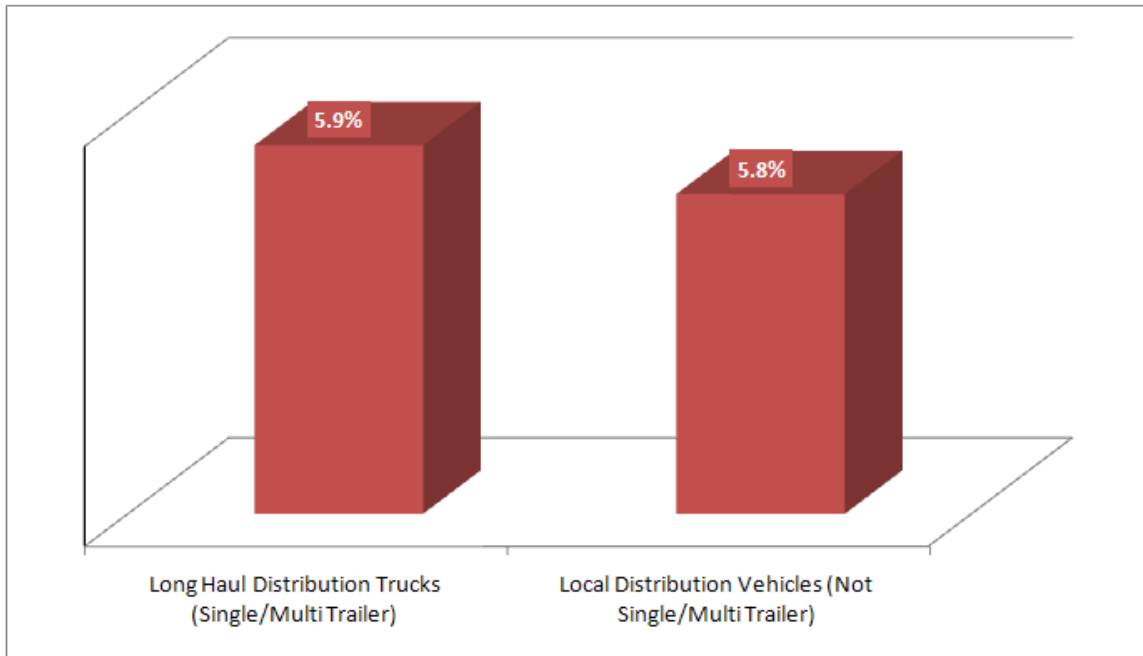


\*Distractions include Hand-held Cellular Phones, Hands-free Cellular Devices, Food/Drink, Passengers, and other Electronic Devices (GPS, etc.).

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

Delving a bit deeper into the data, DriveCam examined **Collision Rates** (collisions per vehicle in service), comparing long-haul distribution trucks to local distribution vehicles. Despite the difference in number of miles driven each year, the collision rates are surprisingly similar – 5.9 percent for long-haul distribution trucks and 5.8 percent for local distribution vehicles.

**Chart 2 2009 Long Haul vs. Local Distribution Industry Collision Rates by Vehicle Type**



In a recent presentation titled, “2008 National Truck and Bus Crash Picture,” the FMCSA Office of Analysis, Research and Technology noted that one percent of long-haul trucks involved in a collision in 2008 were involved in a collision with a fatality, 17 percent were involved in a collision with an injury and 82 percent were involved in a collision with property damage only.

### 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).