

Driving Insights No. 5



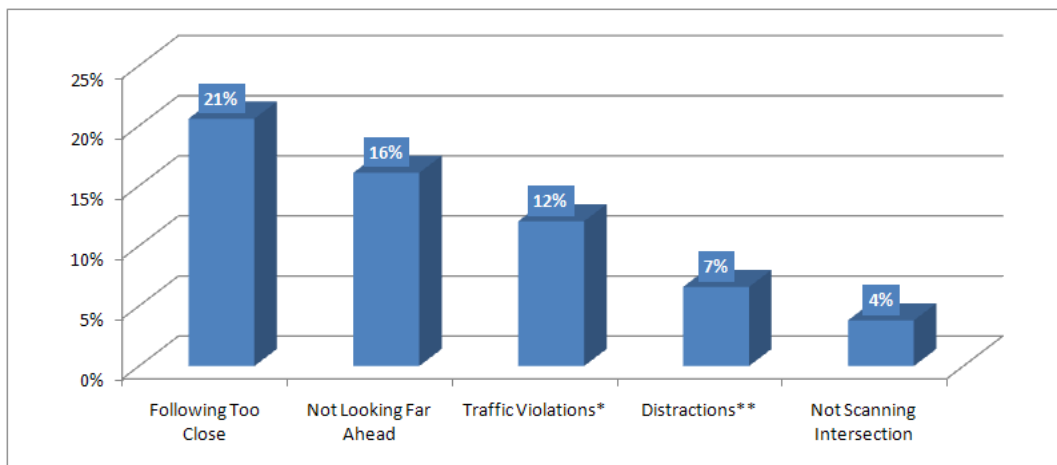
Local Distribution: Driving Behaviors & Collisions

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 #4 on the list of behaviors. Following too Close, Not Looking Far Ahead and Traffic Violations are bigger issues than Distractions in the local distribution Industry. A closer look at traffic violations revealed that rolling stops represented the majority of incidents, while handheld cell phone violations (along with food and/or drink) represented the primary distractions committed in risky driving events. The **Top 5 Driving Behaviors** among all local distribution vehicles in order are:

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

Chart 1 Top 5 Recorded Behaviors in Risky Driving Events

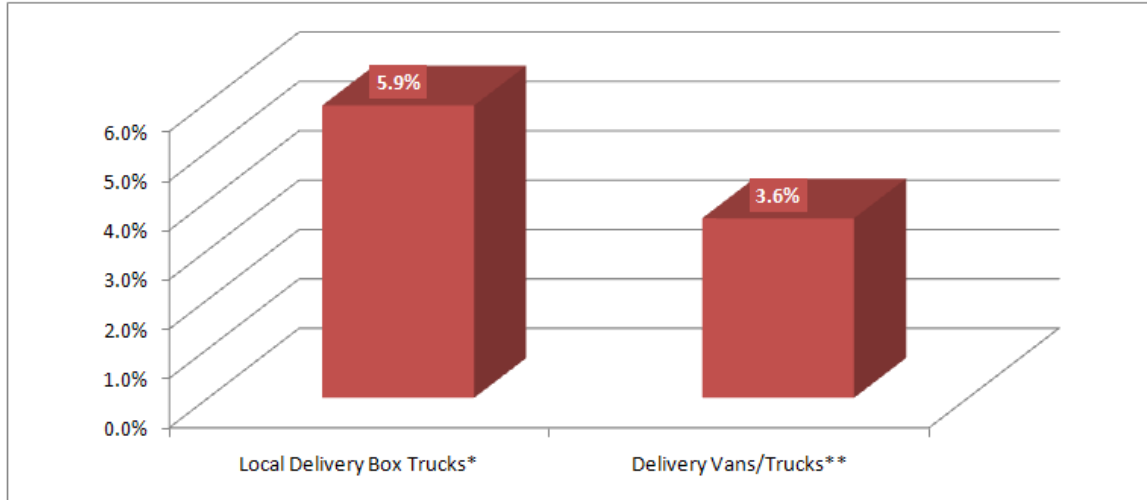


*Traffic Violations include Speeding, Running a Stop Light/Sign, and Rolling Stops.

**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 found that the likelihood of traffic violations was twice as prevalent in local distribution vehicles (12 percent) than in long-haul distribution trucks (6 percent). In examining **Collision Rates** (collisions per vehicle in service) among different types of local distribution vehicles, DriveCam found that larger delivery/box-type trucks have a slightly higher collision rate (5.9 percent) than the more standard van/truck-type delivery vehicle (3.6 percent).

Chart 2 2009 Local Distribution Industry Collision Rates by Vehicle Type



*3 axle or more trucks

**2 axle – 4 tire (heavy/off-road) vehicles

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.