



# Driving Insights No. 8



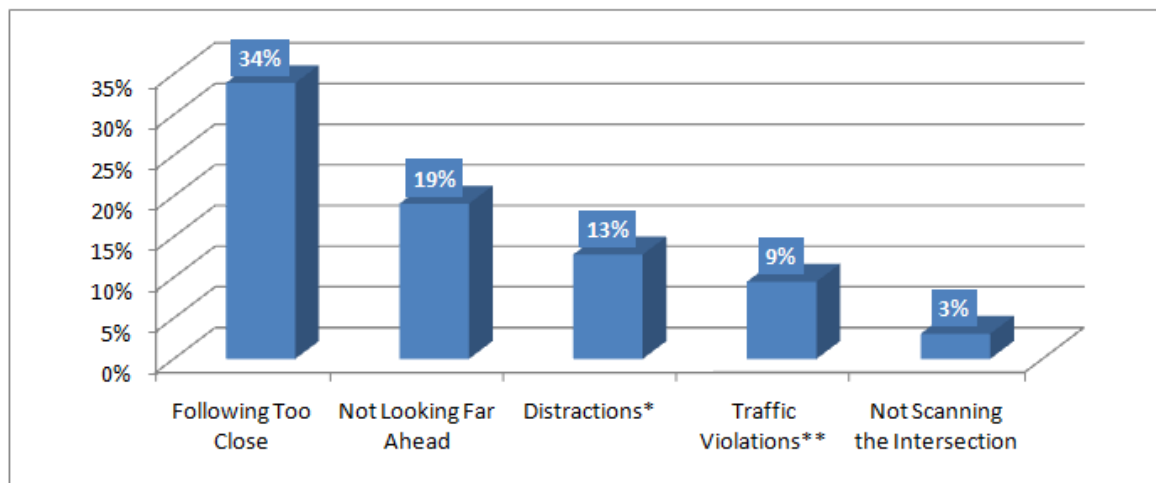
## Concrete & Construction: Driving Behaviors & Collisions

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 in concrete and construction fleets. The **Top 5 Driving Behaviors** among all concrete and construction vehicles in order are:

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

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



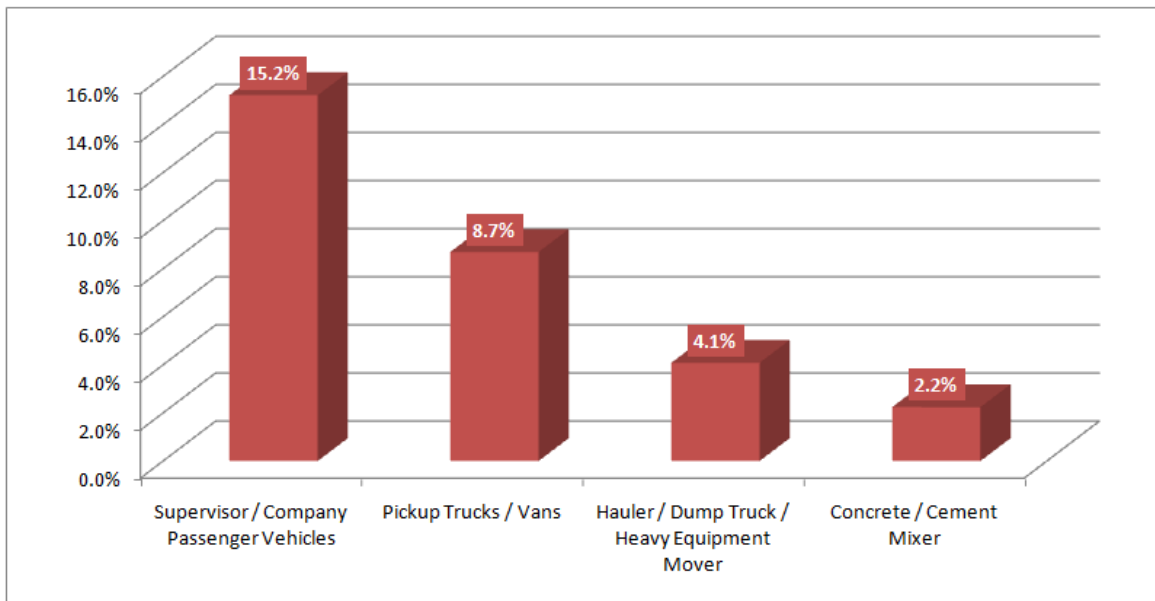
\*Distractions include Hand-held Cellular Phones, Hands-free Cellular Devices, Food/Drink, Passengers, Other Electronic Devices (GPS, etc.), and Other Distractions.

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

A closer look at the data reveals that rolling stops and running red lights are the most prevalent traffic violations identified in risky driving events, while handheld cell phone use – along with food or drink – represent the primary distractions committed in risky driving events.

In examining **Collision Rates** (collisions per vehicle in service), DriveCam found that passenger vehicles have a collision rate (15.2%) nearly twice that of pickup trucks/vans (8.7%) – the next highest collision rate among construction vehicles. In addition, concrete/cement mixers had the lowest collision rate (2.2%) – most likely due to the relative limited time these vehicles are actually driven.

**Chart 2 2009 Collision Rate Comparisons of Concrete/Construction 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.

DriveCam Inc.  
San Diego, California, USA  
+1 (858) 430-4000

info@drivecam.com

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).