



Driving Insights No. 10



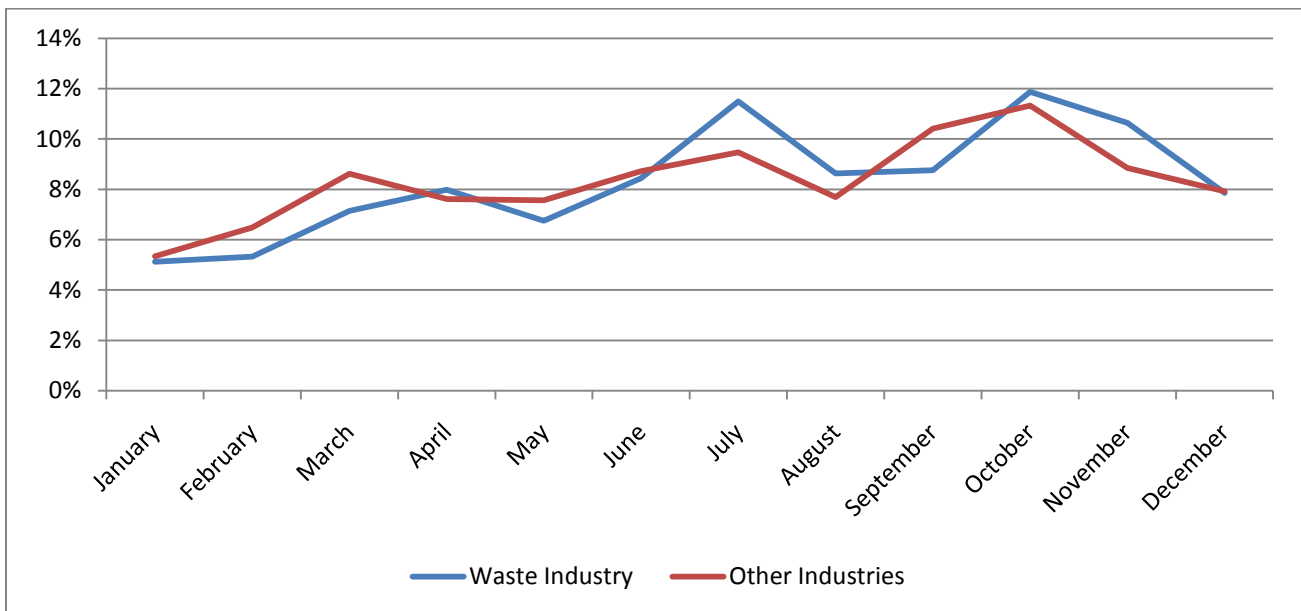
Waste Industry: Collisions & Frequency

DriveCam is pleased to continue its Insight Series with a deeper look at collisions in the Waste Industry. In our first Waste Insight Newsletter, DriveCam explored the collision rates of different vehicle types in the waste industry. This newsletter examines the frequency of collisions and near collisions by month of the year, day of the week and hour of the day.

DriveCam’s Video Event Recorder is capable of not only identifying collisions, it also allows DriveCam to identify near collisions that could have been avoided. This study focuses on the distribution of the collisions and near collisions identified in 2009 by month, day and year; specifically comparing commercial waste fleets to an aggregation of commercial fleets in various other industries (construction, distribution, energy, transit, telco and utilities).

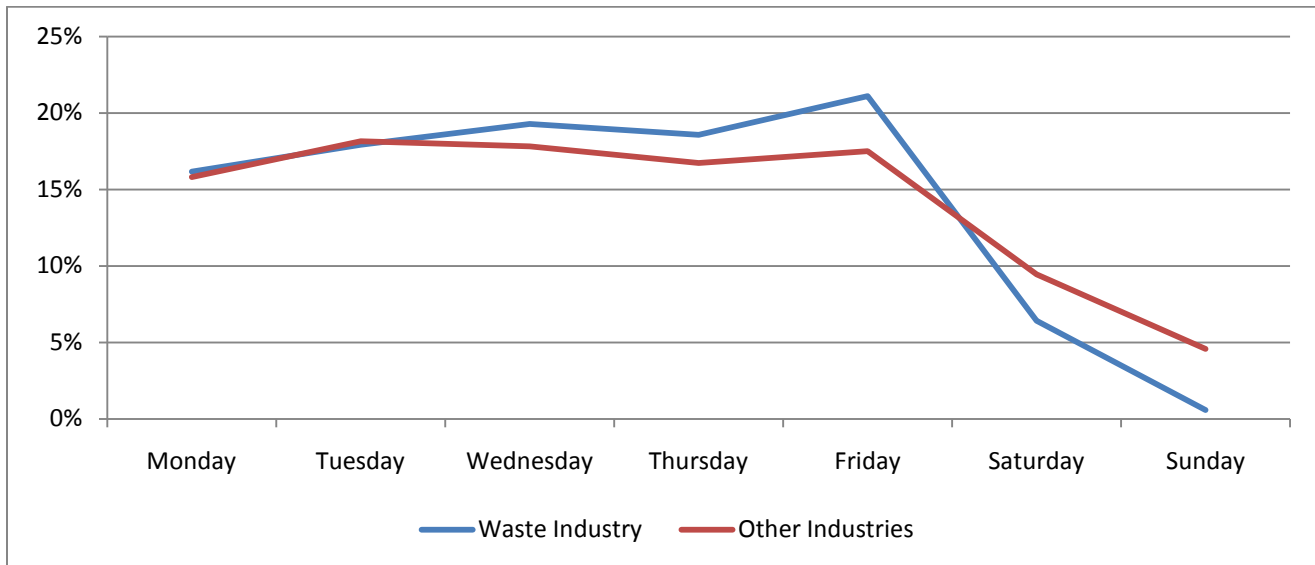
Collisions/Near Collisions by Month of the Year

- The waste industry collision/near collision rate is not significantly different from that of other industries over the course of the year
- The top three months for collisions/near collisions in the waste industry are July, October, and November (11%, 12% and 11% respectively)
- January and February mark the low point of the year for collisions/near collisions at 5%



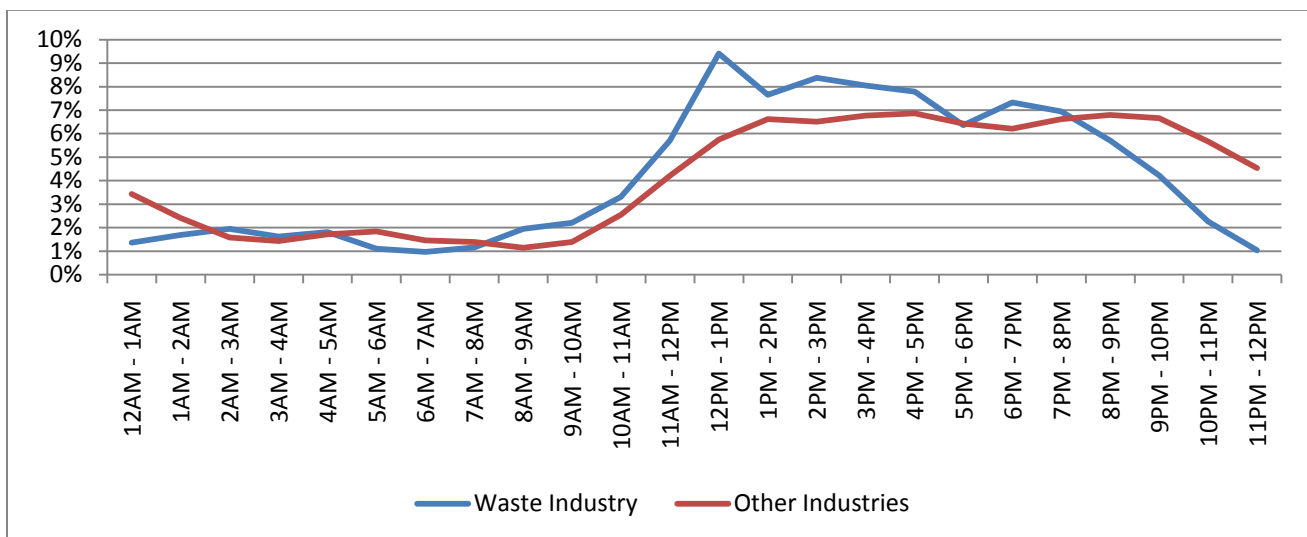
Collisions/Near Collisions by Day of Week

- The waste industry has a near identical collision/near collision rate compared to other industries on Mondays and Tuesdays
- However, the waste collision/near collision rate is higher than other industries from Wednesday to Friday with a peak on Fridays (21% in waste compared to 18% in other industries)



Collisions/Near Collisions by Hour of Day

- The waste industry collision/near collision frequency rate is at its lowest between 11PM and 9AM (a total of 15% of collisions/near collisions happen during this time)
- The collision/near collision frequency rate begins to ramp up at 9AM peaking sharply between Noon and 1PM (9%) and does not dip below 7% until 5PM.
- Nearly half (48%) of all collisions/near collisions in the waste industry occur between Noon and 6PM, compared to 39% in other industries



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.