



Driving Insights No. 11



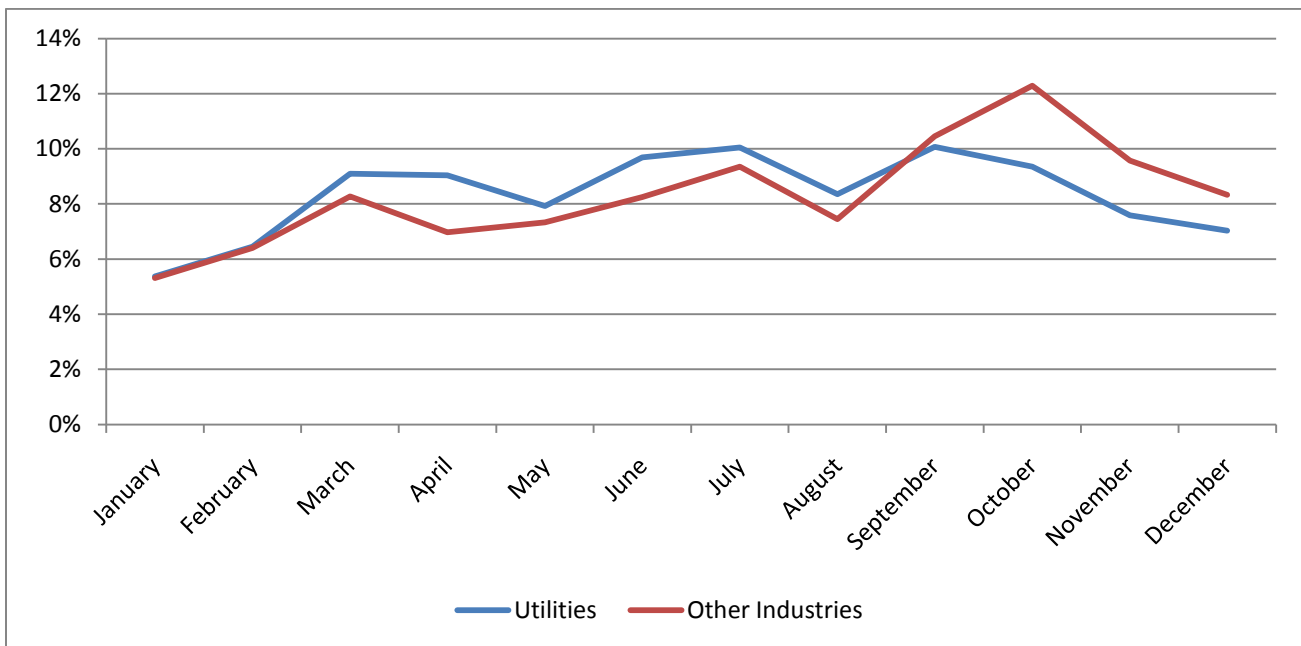
Utility Industry: Collisions & Frequency

DriveCam is pleased to continue its Insight Series with a deeper look at collisions in the Utilities Industry. In our first Utilities Insight Newsletter, DriveCam explored the collision rates of different vehicle types in the utilities 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 utilities fleets to an aggregation of commercial fleets in various other industries (construction, distribution, energy, transit, telco, and waste).

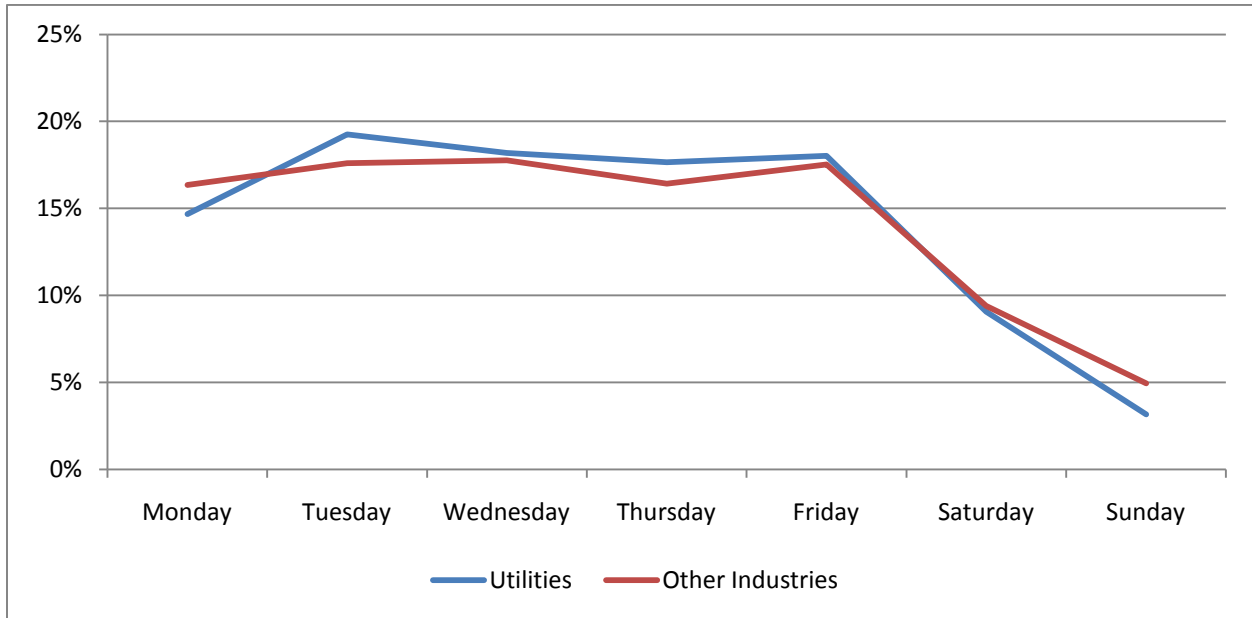
Collisions/Near Collisions by Month of the Year

- The utilities industry collision/near collision rate is slightly higher than other industries beginning in March and continuing in to August.
- The peak collision/near collision months in utilities are June, July, and September (30% of collisions occur in those 3 months).
- Collision/near collision rates in utilities lag behind other industries from October to December.



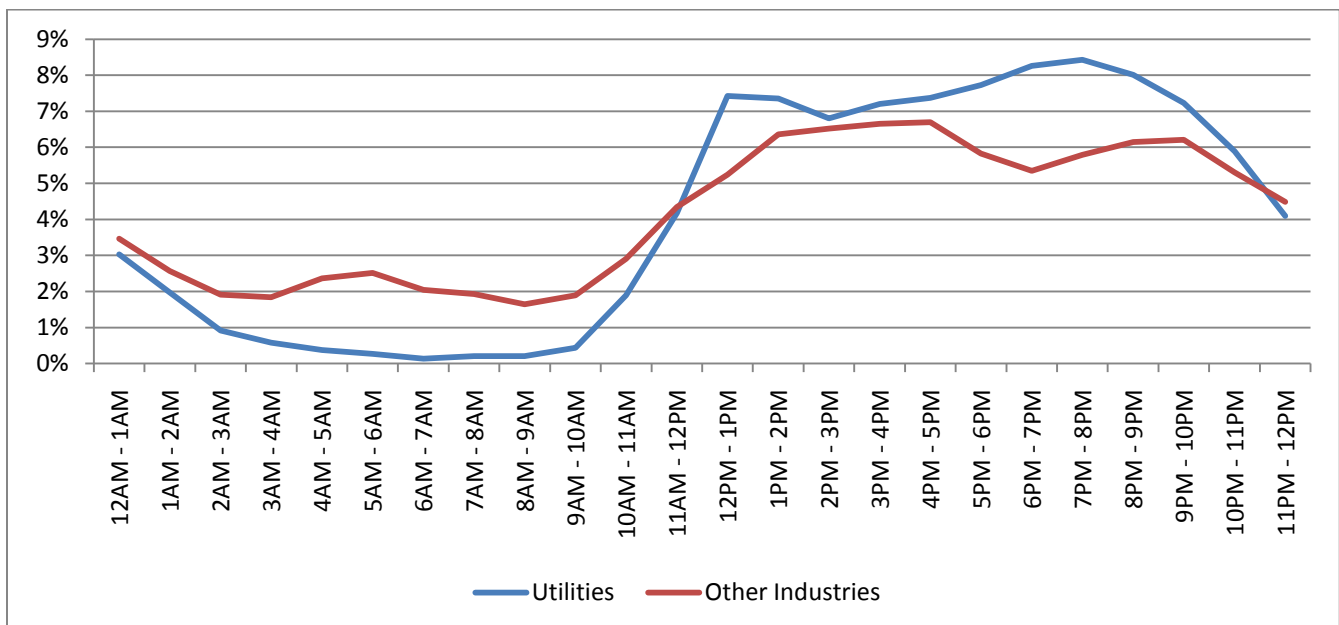
Collisions/Near Collisions by Day of Week

- Nearly three-quarters of collisions/near collisions in the utilities industry occur between Tuesday and Friday (73%), which is only slightly higher than other industries (69%).
- The highest percentage of collisions and near collisions occur on Tuesday (18%), while Monday has the lowest weekday percentage (15%).



Collisions/Near Collisions by Hour of Day

- Collision/near collisions in the utilities industry are rarely detected between 2AM and 10AM.
- Beginning at 10AM, the collisions/near collision rate in the utilities industry increases sharply from 2% at 10AM to 4% during the 11AM and 12PM hours. It then increases to 7% beginning at 12PM and remains fairly constant until 5PM. At 5PM it begins to increase slightly to 8%, where it remains until 9PM. At 9PM it begins to decrease slightly to 7%, where it remains until 11PM. At 11PM it begins to decrease sharply to 4%.



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.