

Driving Insights No. 12



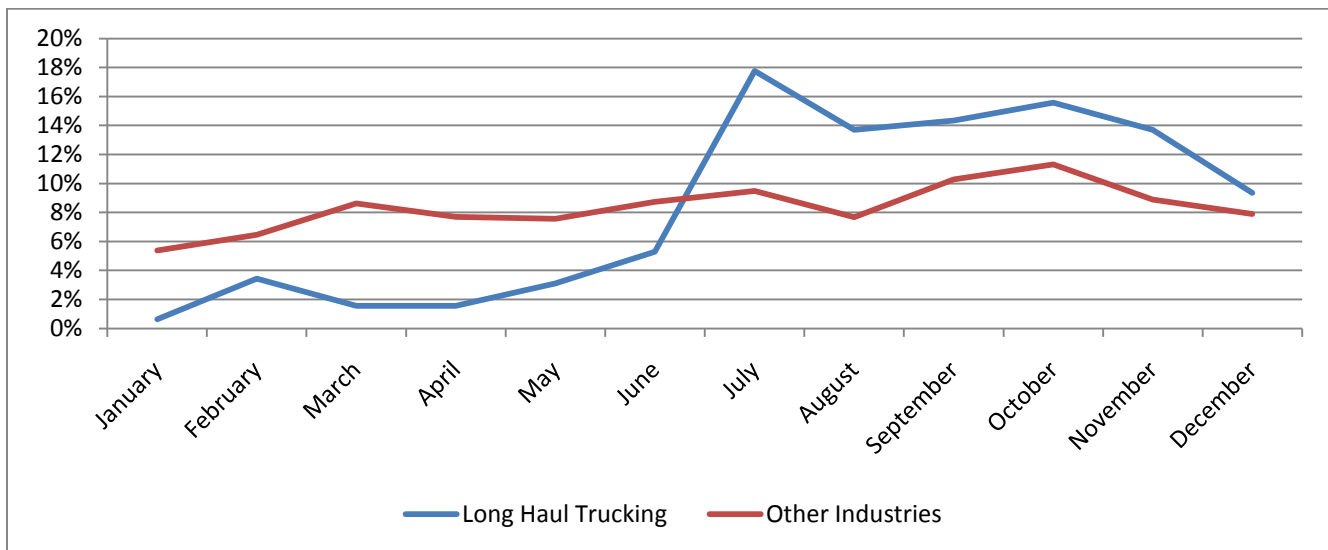
Trucking Industry: Collisions & Frequency

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

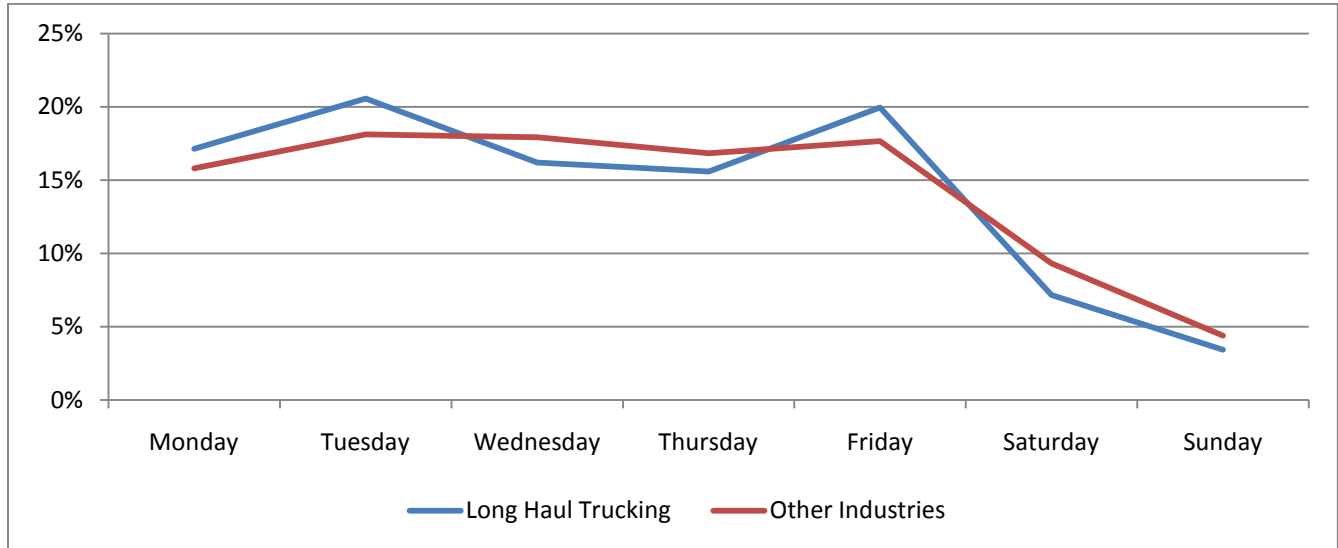
Collisions/Near Collisions by Month of the Year

- Collisions and near collisions in the long haul trucking industry are very low from January to June (between 1% and 5%).
- Beginning in July, however, the collision/near collision rate spikes (and actually peaks at 18%) remaining above 14% through November.
- The collision/near collision rate in the long haul trucking industry is, on average, over 5% higher than other industries from June to November.



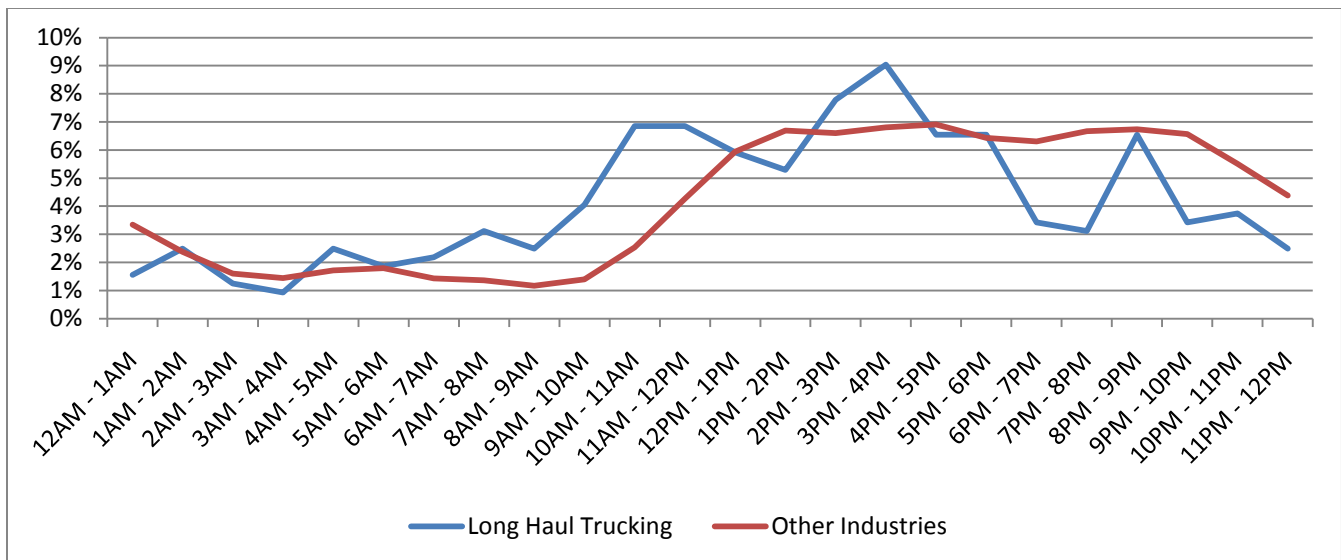
Collisions/Near Collisions by Day of Week

- Collisions/near collisions peak on Tuesdays and Fridays in long haul trucking (21% and 20%) respectively.
- The long haul trucking collision/near collision rate is slightly lower than Other Industries on Wednesday and Thursday, as well as on Saturday and Sunday.



Collisions/Near Collisions by Hour of Day

- Collisions/near collision rate in long haul trucking remains below 4% from 11PM until 9AM.
- Beginning at 9AM, the collision rate in long haul trucking begins to climb with a small dip between 1PM and 2PM before increasing sharply.
- The long haul trucking collision/near collision rate peaks between 3PM and 4PM at 9%, takes a sharp nosedive and then rises to 6.5% between 8PM and 9PM before starting a decline below 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.