



# Driving Insights No. 13



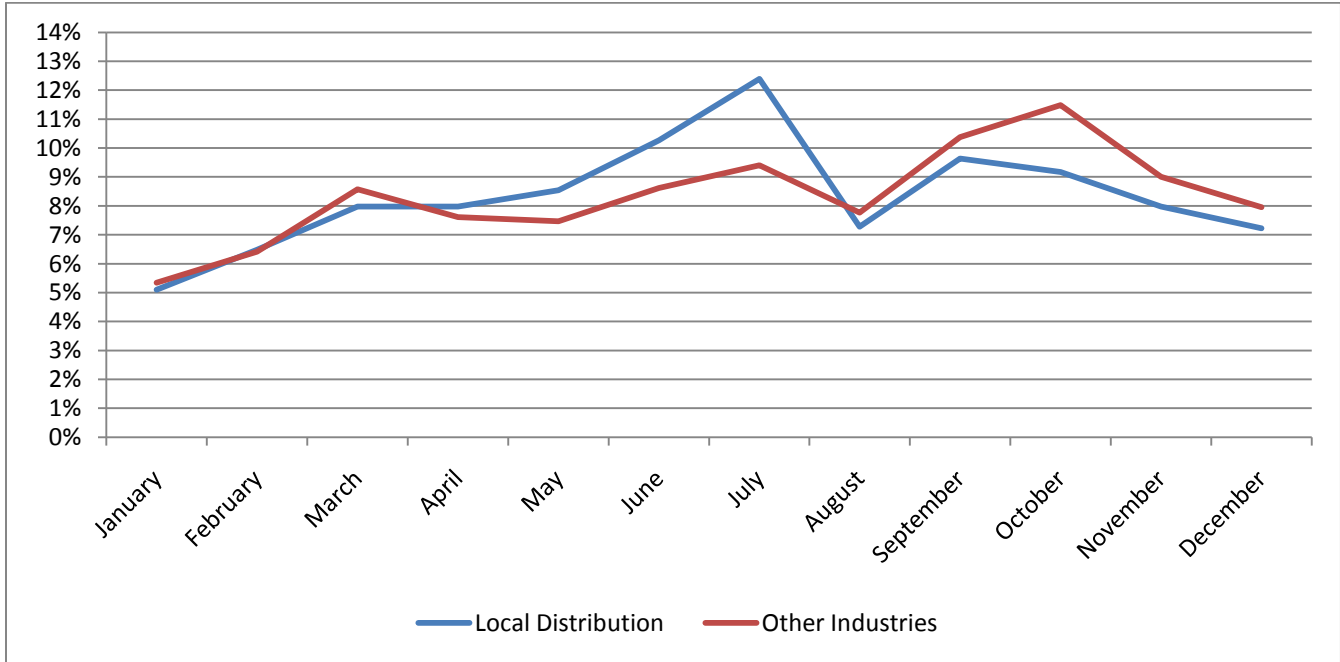
## Local Distribution Industry: Driving Behaviors & Collisions

DriveCam is pleased to continue its Insight Series with a deeper look at collisions in the Local Distribution Industry. In our first Local Distribution 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 local distribution fleets to an aggregation of commercial fleets in various other industries (construction, energy, transit, telco, utilities, long haul trucking/distribution and waste).

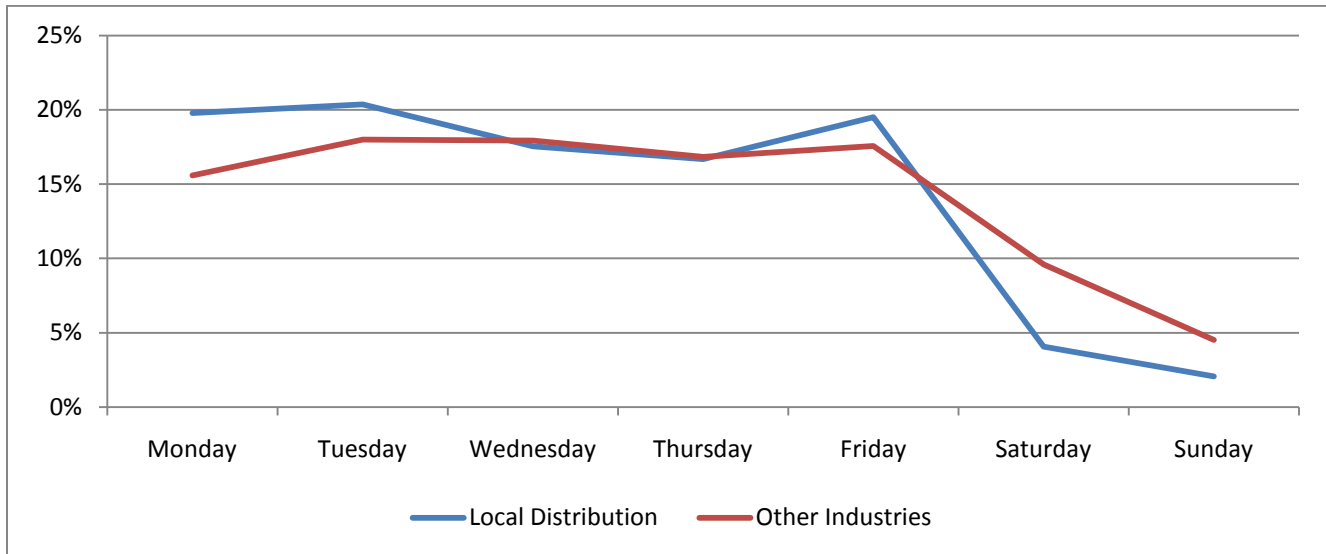
### Collisions/Near Collisions by Month of the Year

- The frequency of collisions and near collisions in the local distribution industry follows other industries very closely throughout much of the year.
- The local distribution collision/near collision rate peaks in July (12%), but is not significantly higher than other industries (9%).



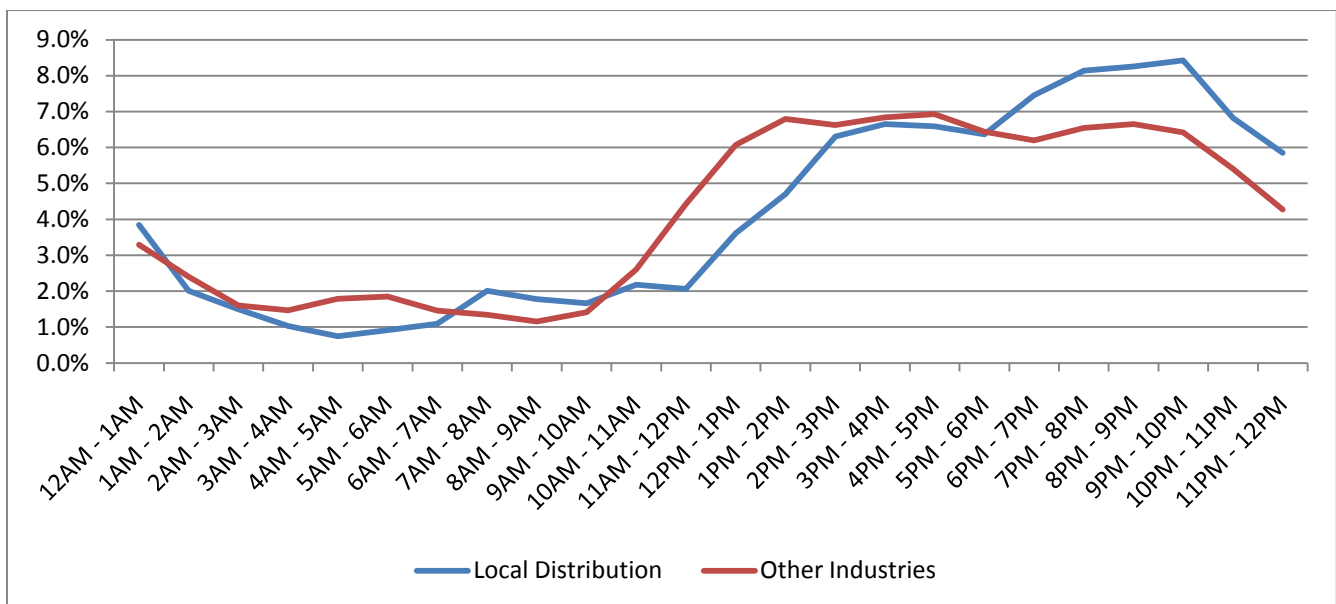
## Collisions/Near Collisions by Day of Week

- Collisions/near collisions peak on Monday and Tuesday in the local distribution industry (20% both days).
- Saturday and Sunday collision/near collision rates are very low for local distribution (4% and 2% respectively), compared to other industries (10% and 5% respectively).



## Collisions/Near Collisions by Hour of Day

- Collision/near collision rate in local distribution closely follows other industries from 12AM until 11AM.
- Beginning at 11AM the collision/near collision rate in local distribution actually lags behind other industries until 2PM and then again tracks closely with other industries until 6PM.
- However, beginning at 6PM, and continuing until 12AM, the collision/near collision rate in Local Distribution is higher than other industries and peaks between 9PM and 10PM (just over 8%).



## 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](http://www.drivecam.com).