



Driving Insights No. 14



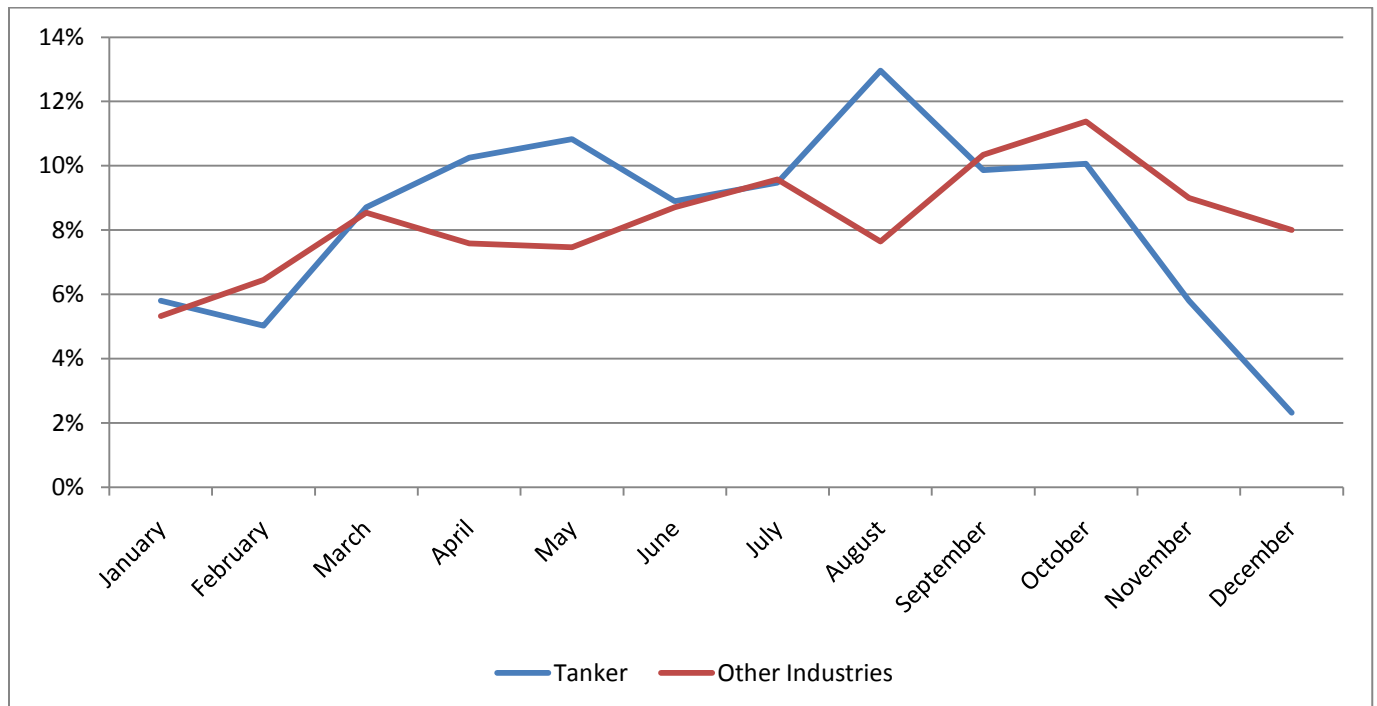
Tankers: Driving Behaviors & Collisions

DriveCam is pleased to continue its Insight Series with a deeper look at collisions among tanker trucks. 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 hour – specifically comparing commercial tanker vehicles to an aggregation of commercial fleets in various other industries (construction, energy, transit, telco, utilities, long haul trucking/distribution and waste).

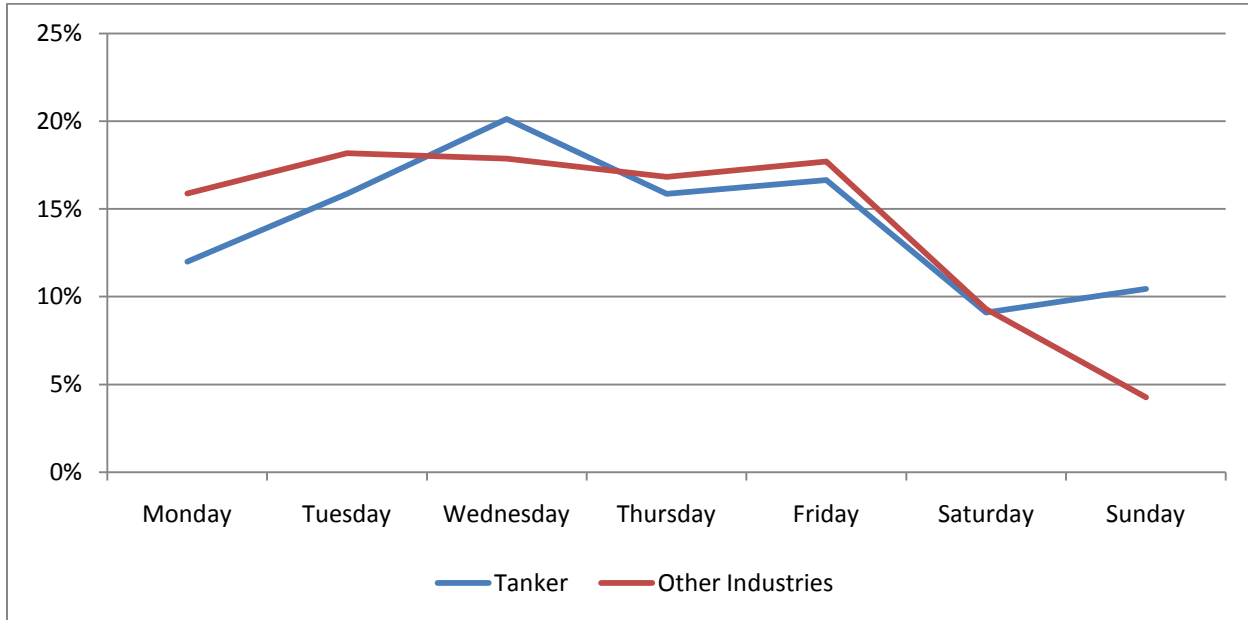
Collisions/Near Collisions by Month of the Year

- The frequency of collisions and near collisions among tanker vehicles deviates from other commercial vehicle types several times during the year.
- Tanker collisions/near collisions peak in August (13% compared to 8% in other industries) and are higher than other industries in April (10% vs. 8%) and May (11% vs. 7%).
- Conversely, tanker collision/near collision frequency lags other industries in November (6% vs. 9%) and December (2% vs. 9%).



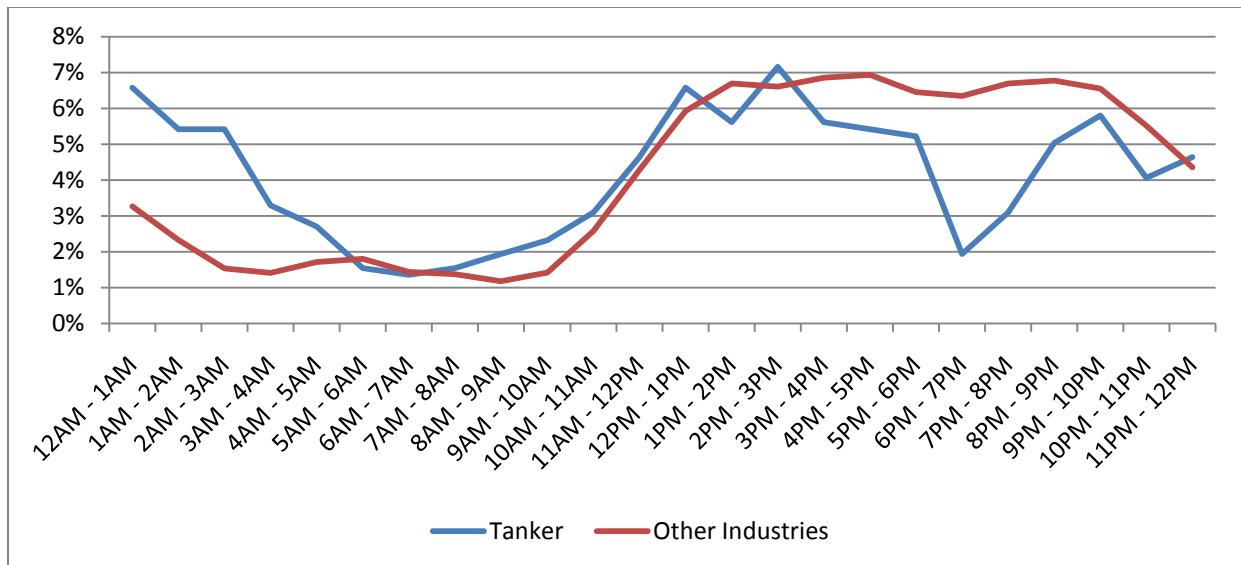
Collisions/Near Collisions by Day of Week

- Tanker collisions/near collisions peaked on Wednesdays (20%) during 2009.
- Sunday collision/near collision frequency is higher among tankers compared to other vehicles (10% vs. 4%).
- However, collision/near collisions were lower on Mondays when compared with vehicles in other industries (12% vs. 16%).



Collisions/Near Collisions by Hour of Day

- The frequency of collisions/near collisions among tankers is primarily concentrated during the 11AM to 6PM and 8PM to 3AM timeframes (40% and 37% respectively), compared to other industries' concentration from 12PM to 11PM (71%).
- Collisions/near collisions most frequently occurred between 12AM and 1AM, 12PM and 1PM, and 2PM and 3PM (nearly 7% of collisions/near collisions in each hour).



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.