

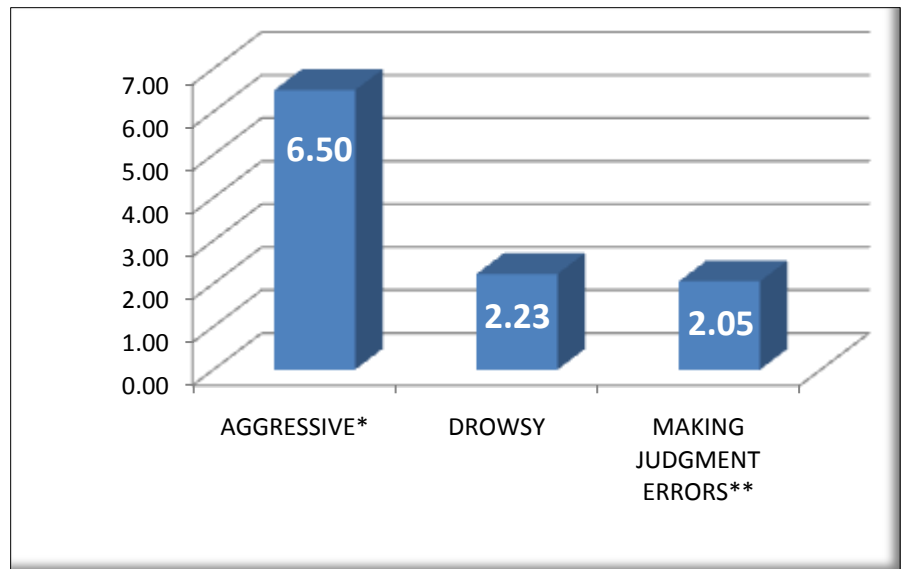
## How Risky is Aggressive Driving?

DriveCam is pleased to continue its *Driving Insights* Series with a look at driving conduct and behavior among truck drivers. The key finding of the study shows that drivers who are aggressive on the road are nearly 3 times more likely to be in one or more collisions than those who drive while drowsy.

This newsletter focuses on the analysis of over 9,000 active drivers within the trucking industry between July 2009 and December 2010.

**Key Insights:** When compared to drivers who have not had a collision, drivers involved in one or more collisions are:

- 6.50 times more likely to exhibit aggressive driving
- 2.23 times more likely to be drowsy
- 2.05 times more likely to demonstrate judgment error



\*Aggressive driving behaviors include, but are not limited to, speeding, tailgating, unsafe passing and excessive acceleration.

\*\*Judgment error is a poor or foolish driving decision that causes significant wear and tear on the vehicle or exposes the driver to substantial increased risk.

**Background:** DriveCam's video event recorder provides the unique ability to identify when a collision has occurred. DriveCam does not review collision events for legal reasons; however, video review of a driver's prior non-collision risky behaviors allows DriveCam to better understand those behaviors that act as leading indicators of collisions. Identifying these behaviors provides safety managers a focused direction in coaching and training.

**Methodology:** The difference between collision and non-collision drivers' conduct and condition was evaluated for this study in order to identify those with a statistically significant difference. Once they were identified, the probability of a collision was calculated given the number of times the distraction was observed.

## About DriveCam 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).