

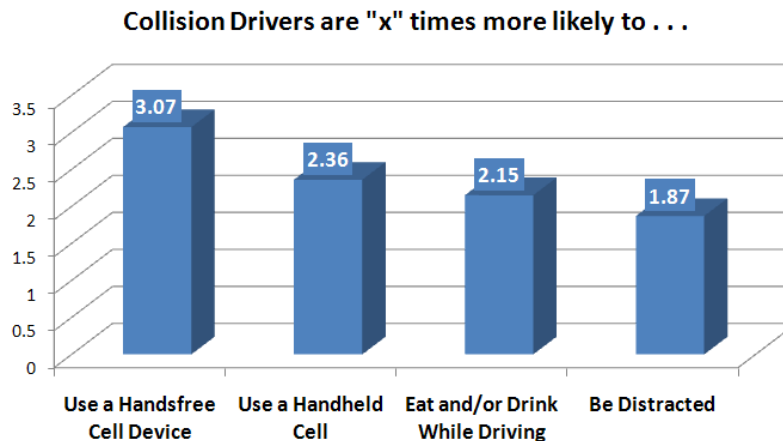
Truck Drivers: Hands-free? Still risky.

DriveCam is pleased to continue its *Driving Insight Series* with a look at recurring distracted driving behaviors among truck drivers. The key finding in our analysis shows drivers who have been involved in a collision are three times as likely to regularly use a hands-free cell device compared to those drivers who have not been involved in a collision.

Regular handheld cell use and eating and/or drinking have nearly as high a probability as regular hands-free use. Drivers who regularly use a handheld cell or eat and drink while driving are two times more likely to have been in a collision.

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: This newsletter focuses on the analysis of over 5,000 drivers in the trucking industry who were active between June 2009 and December 2010. The difference between collision and non-collision drivers' distracted driving behaviors was evaluated for this study in order to identify the distractions with a statistically significant difference. Once these distractions were identified, the probability of a collision given the number of times the distraction was observed was calculated.



Key Insights: Drivers involved in one or more collisions are:

- 1.9 times more likely to be regularly distracted by any type of identified distraction
- 2.2 times more likely to be regularly distracted by food and/or drinks.
- 2.4 times more likely to be regularly distracted by a handheld cell phone.
- 3.1 times more likely to be regularly distracted by a hands-free cell device.

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.

DriveCam Inc.
San Diego, California, USA
+1 (858) 430-4000

info@drivecam.com

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.