



Driving Insights No. 23

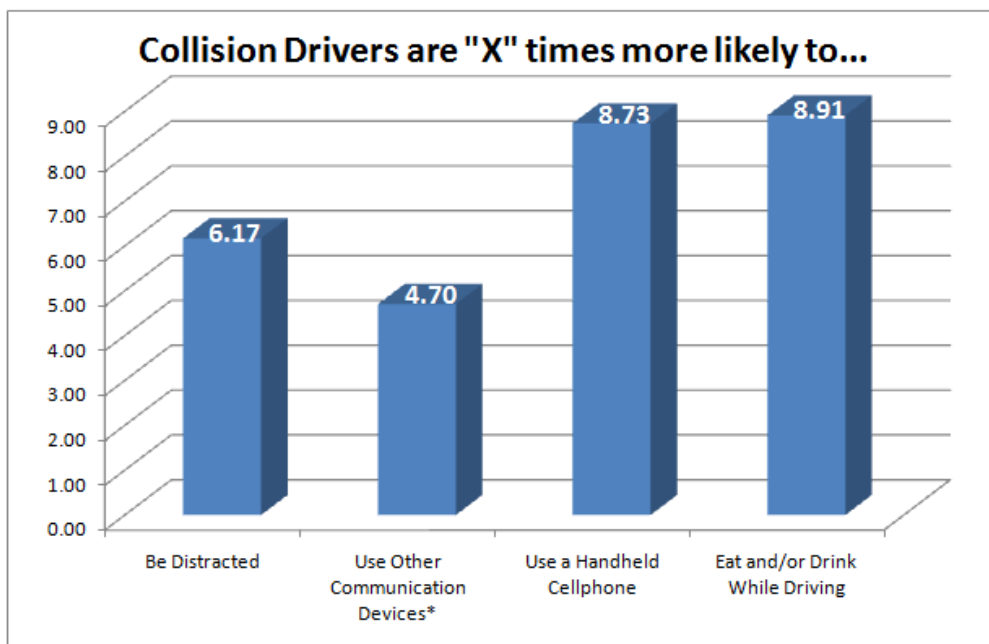


Government Fleet Drivers: Stop Being Distracted!

DriveCam is pleased to continue its *Driving Insights* Series with a look at government fleet drivers. The key finding of our most recent study reveals that government fleet drivers who were involved in one or more collisions were 6 times more likely to be distracted while on the road than non-collision drivers.

Key Insights: Results of the study reveal that government fleet drivers involved in one or more collisions are:

- 6.17 times more likely to be distracted
- 4.70 times more likely to be using other communication devices
- 8.73 times more likely to use a handheld cell
- 8.91 times more likely to be eating and/or drinking



*Other communication devices include but are not limited to CB radios, 2 way walkie-talkies, and Nextel/chirp devices.

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 700 active drivers within government fleets between July 2009 and December 2010. 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 given the number of times the distraction was observed, was calculated.

About DriveCam *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.

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.