



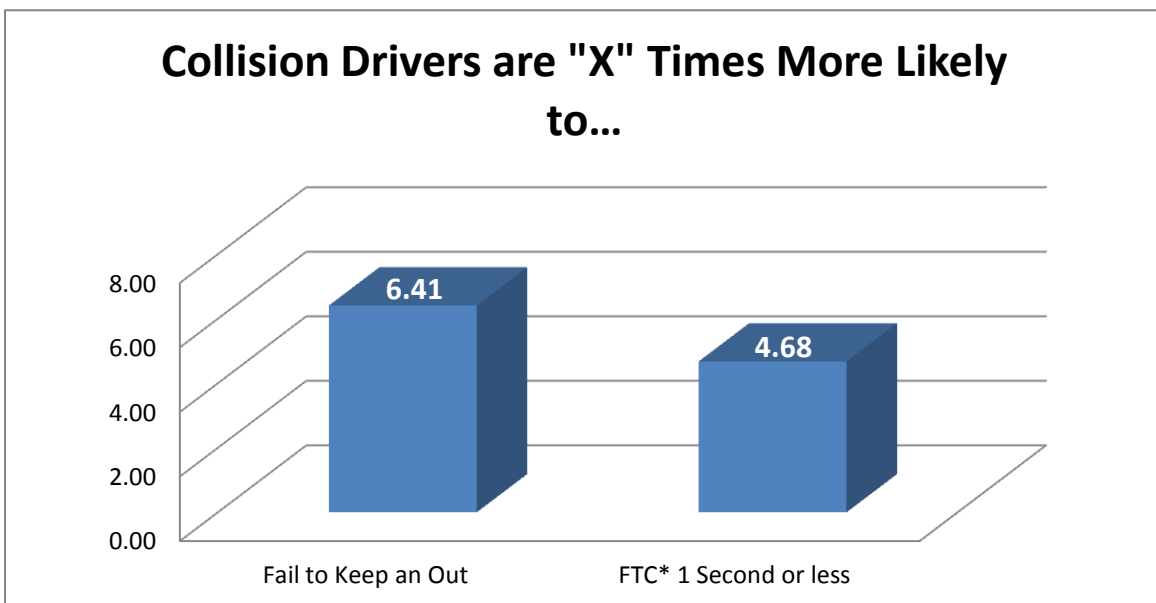
Distribution: Stick to Fundamentals and Keep an Out

DriveCam is pleased to continue its *Driving Insights* Series for the Distribution Industry with a look at the fundamentals of safe driving. Our research revealed that drivers who fail to maintain reasonable space around their vehicle, and those who maintain poor following distances, are more likely to be involved in a collision.

Every day, distribution drivers are under pressure to make deliveries quickly while also driving safely – usually on crowded urban streets where space management is an issue. It's no surprise that distribution drivers involved in a collision were 4.68 times more likely to maintain less than 1 second following distance. But following distance is not the only problem; failing to keep an out also leads to collisions. "Failing to Keep an Out" (or space management) is defined as instances where the driver failed to maintain sufficient space around the vehicle. This includes unnecessarily cutting it close to other vehicles, pedestrians, or objects; failing to adjust vehicle pace or position to minimize exposure to a potential problem that is clearly visible; and unnecessarily traveling too long alongside another vehicle, thus reducing the "out" to the side.

Key Insights: Results from the study found that distribution drivers who are involved in 1 or more collisions are:

- 6.41 times more likely to fail to keep an out
- 4.68 times more likely to follow too close, 1 second or less



*FTC: Following Too Close

Methodology: This *Driving Insights* newsletter focuses on the analysis of over 7,000 active drivers within the distribution industry between July 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 behaviors with a statistically significant difference. Once they were identified, the probability of a collision given the number of times the behavior was observed was calculated.

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.

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 and is a registered trademark of DriveCam, Inc.

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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 170,000 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.