



DATA INSIGHTS FOR TRANSPORTATION



SNAPSHOT FOR TRUCKING | 11.1.2016

Smart IQ Beat Snapshots provide in-depth analysis and metrics of top fleet performance trends based on SmartDrive's database of over 140 million analyzed and scored driving events.

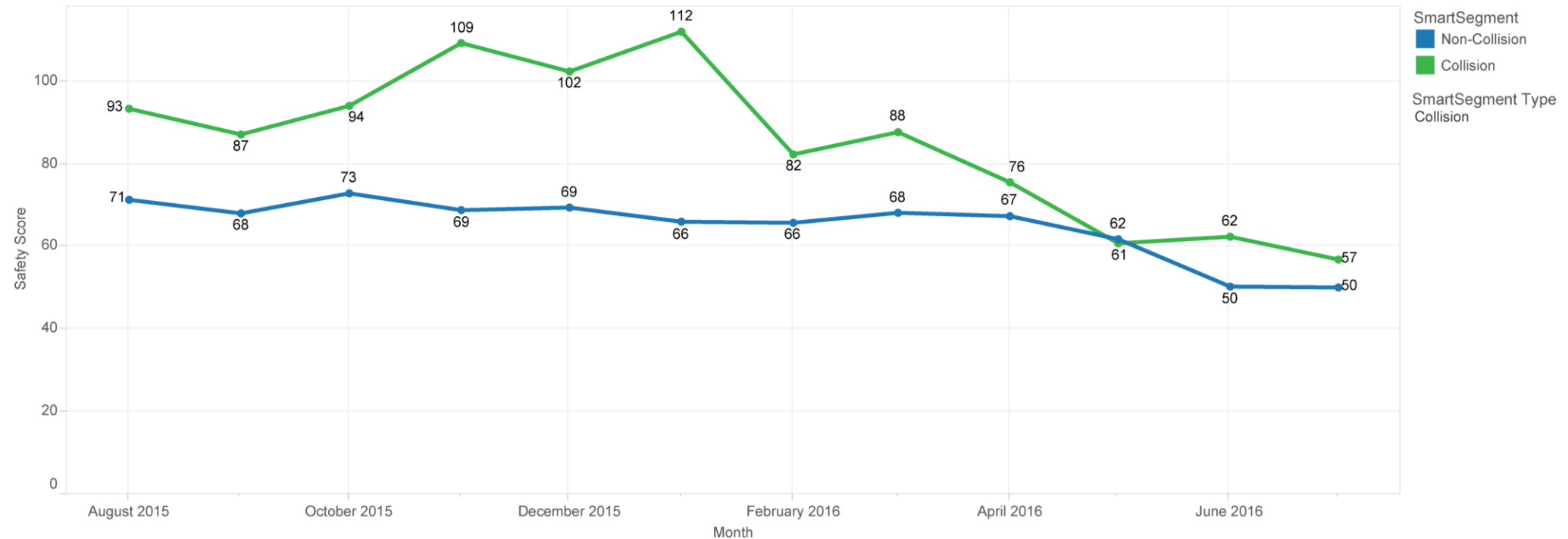
What can you learn from your collision drivers vs. non-collision drivers?

The SmartDrive Collision Snapshot for Trucking illuminates key observations that distinguish drivers involved in at least one collision (during the analysis period) from non-collision drivers.

Findings: Data analysis clearly demonstrates that collision drivers are less safe, consume more fuel and are more distracted across the board when compared to non-collision drivers. Furthermore, it is evident that near-miss collisions—particularly those involving a pedestrian—are a key indicator of future collisions.

Collision vs. Non-Collision Drivers

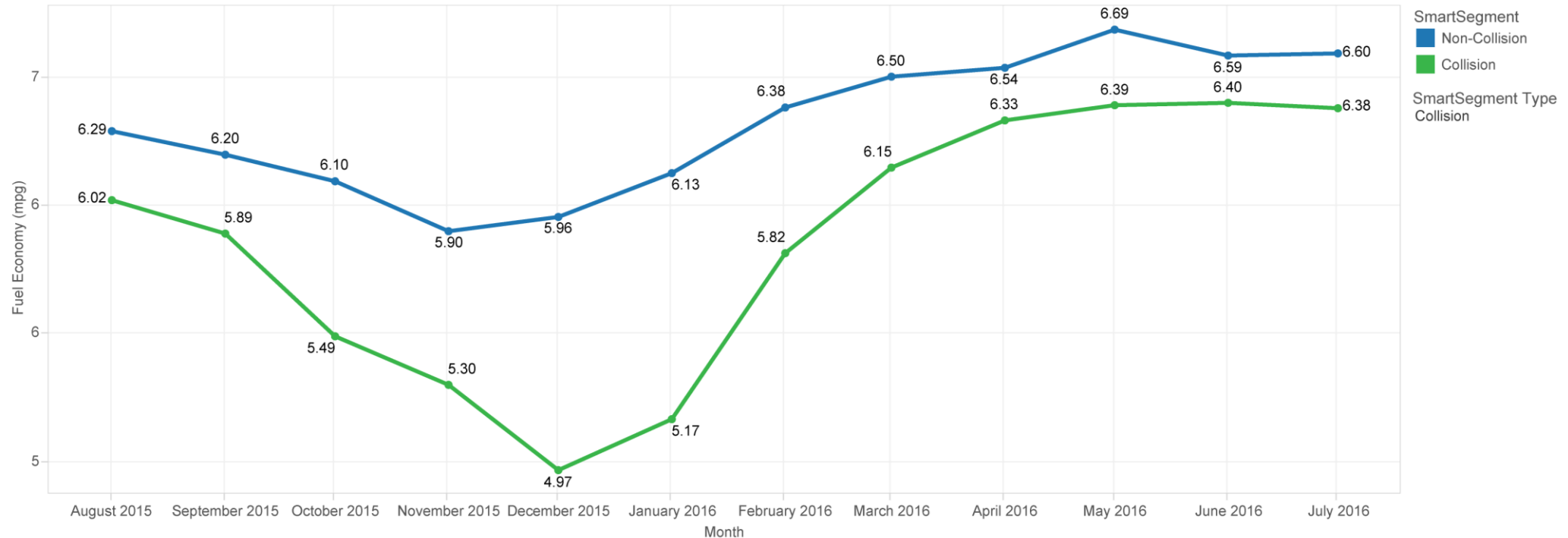
Leading indicators of collisions are consistently higher for Collision Drivers vs. Non-Collision Drivers as measured by SmartIQ Safety Score (The SmartIQ Safety Score is a measurement of collision risk. Lower Safety Scores are better)



- On average, SmartIQ Safety Score for Collision Drivers is 26.7% higher than Non-Collision Drivers

Collision vs. Non-Collision Drivers

Collision Drivers consistently waste more fuel than Non-Collision Drivers



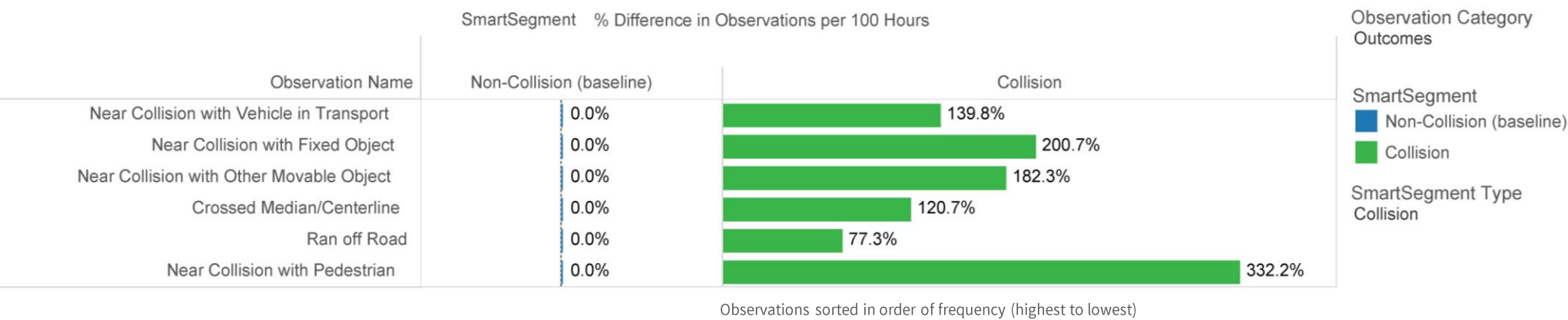
- **On average, MPG for Collision Drivers is 7.5% lower than for Non-Collision Drivers**

MPG measured via SmartDrive from actual vehicle fuel consumption vs. estimating through other measures

Tip: Targeted coaching of Collision Drivers can deliver significant safety and fuel savings.

Collision vs. Non-Collision Drivers

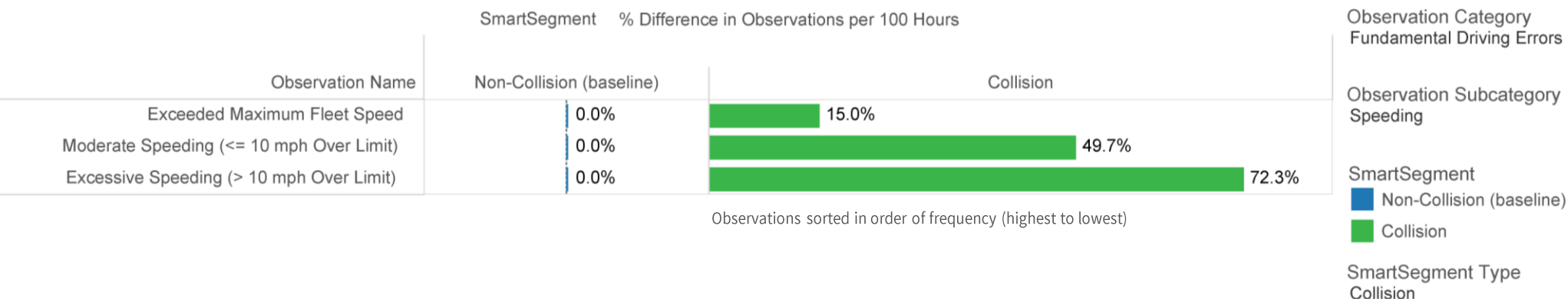
Near collisions are a strong indicator of collision risk (This data is based on SmartDrive's expert video analysis & observation scoring, provided as part of its managed service solutions)



- Collision Drivers typically have at least 2x higher near collision rate than Non-Collision Drivers.

Collision vs. Non-Collision Drivers

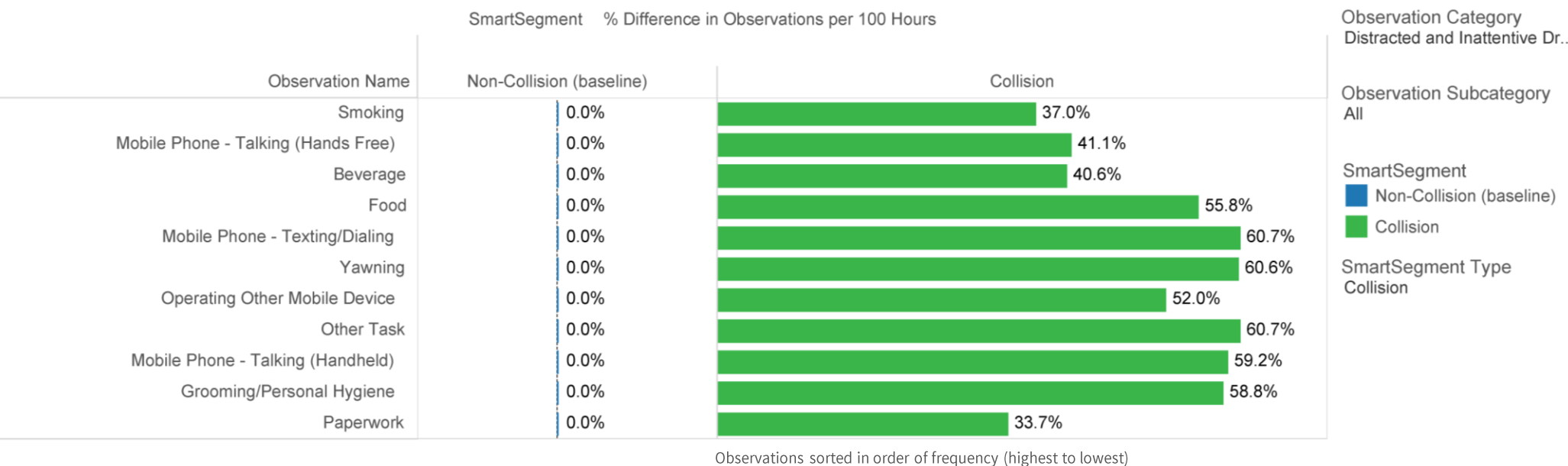
Collision Drivers speed more often than Non-Collision Drivers



- Excessive Speeding (> 10 mph Over Limit) is most correlated to collision risk, with Collision Drivers exhibiting this fundamental driving error 1.72x more frequently than Non-Collision Drivers

Collision vs. Non-Collision Drivers

Collision Drivers have higher distraction rates than Non-Collision Drivers in all categories of distractions (Measured through SmartDrive's expert video analysis & observation scoring, provided as part of its managed service solutions)

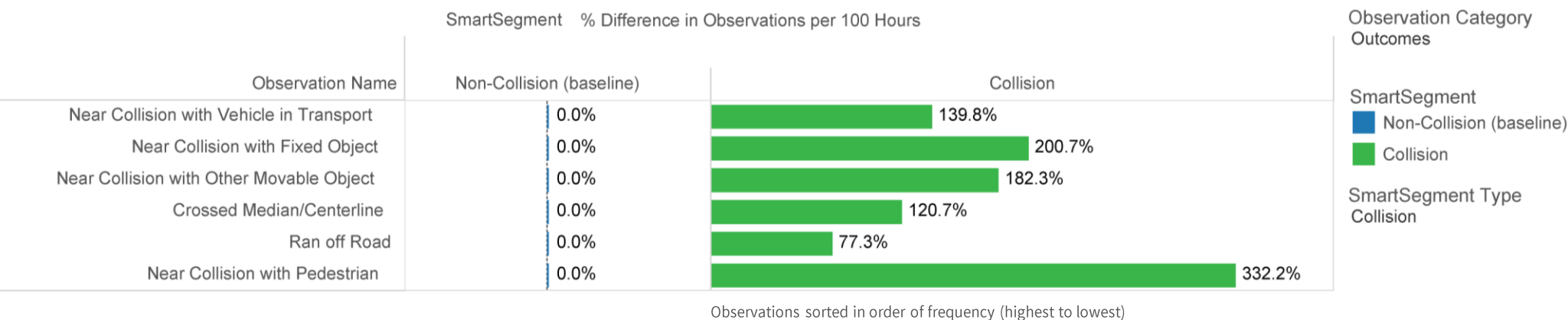


- Smoking and Mobile Phone - Talking (Hands Free) are the most frequent distraction observations for all drivers.
- Collision Drivers exhibit these distractions more frequently than Non-Collision Drivers at the rate of 1.37x and 1.41x, respectively.

Collision vs. Non-Collision Drivers

Near collisions are a strong indicator of collision risk

(This data is based on SmartDrive's expert video analysis & observation scoring, provided as part of its managed service solutions)



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Collision vs. Non-Collision Drivers

Overview of study data and methodology

	Collision	Non-Collision	Grand Total
Distance Driven (miles)	10,333,662	390,343,510	400,677,171
Trip Duration (hours)	325,918	10,958,988	11,284,906
Unique Drivers	1,042	16,852	17,894

- This SmartIQ Beat Snapshot compares collision vs non-collision drivers and their propensity to exhibit specific risks and at what frequency. With this information, fleets are able to target optimization strategies based on relevant and predictive performance differences across segments to improve safety, reduce fuel consumption and lower overall costs.
- This study was conducted by analyzing the SmartDrive database of over 140 million analyzed driving events and the accompanying continuous telematics data.
- Only trucking customers were included in this study. Data presented covers the period from August 2015 through July 2016.
- **Collision Drivers** - Drivers who were involved in at least one collision during the analysis period. The 12 weeks prior to the collision, but excluding the week of the collision, were included in the analysis.
- **Non-Collision Drivers** - Drivers who were not involved in any collisions during the analysis period. Consecutive 12 week intervals were used as the basis of comparison against Collision Drivers' 12 week precollision intervals.
- *Visualization created via Tableau Software*