

## First Validated Risk Assessment & Training Solution for Fleets of All Sizes

### A PROACTIVE APPROACH

#### The statistics are all too familiar:

- Every 12 minutes someone dies in a motor vehicle crash, every 10 seconds an injury occurs and every 5 seconds a crash occurs.
- The average crash costs an employer \$16,500. Crashes resulting in injury cost approximately \$74,000 apiece, while costs can exceed \$500,000 when a fatality is involved.

Wouldn't it be game-changing to be able to proactively assess the 'probability' or 'likelihood' of your drivers being involved in an incident or collision, so you could address that risk ahead of time? Now you can – with the added assurance that **RoadRISK<sup>+</sup> Plus**' assessment methodology has been proven through 4 large-scale research studies and borne out by the results of over 1,000,000 drivers around the globe.

Click on ONE answer ONLY.

How often do you take a **safety break** when you are driving?

5 minutes break for every 100 miles / kilometers driven.

As soon as you start to feel tired or after 2 hours, whichever is the sooner.

5 - 6 hours.

### ACCESSIBLE RISK MANAGEMENT

The same validated risk assessment tool used by large global fleets in 90 countries is now available as an option for organizations and fleets of all sizes.

edriving has combined two of the most critical components of its patented, award-winning flagship offering, Virtual Risk Manager (VRM), into one standalone risk assessment and driver training offering. **RoadRISK<sup>+</sup> Plus** is composed of:

- RoadRISK<sup>+</sup>**, our proven psychometric assessment, newly enhanced with interactive hazard identification assessments
- 12 RiskCOACH<sup>+</sup>** training courses automatically prescribed to drivers based on their identified risk levels.

### DIAGNOSIS PLUS PRESCRIPTION

#### Here's how it works:

**1. RoadRISK:** Our research-validated risk assessment tool first establishes a thorough **Risk Profile** based on personal information drivers supply including:

- Driver Detail:** Health, personality, type of professional driving, age, experience, tenure with company, driving habits, training taken, collision history, speeding violations, and more.
- Vehicle Detail:** Company vs. personal car, service record, mileage, age of vehicle, maintenance history, safety features, and more.
- Trip Detail:** Hours spent driving professionally & personally, types of roads and vehicles driven, work hours, schedule, miles driven, and more.

Because 94% of collisions and incidents are caused by driver actions, RoadRISK includes a critical **Defensive Driver Assessment** with sections assessing driver **Attitude, Behavior, and Knowledge**. The **newly enhanced Hazards** section uses full motion video exercises to test drivers' ability to spot hazards in time to react properly.

Based on the extensive input collected through the Risk Profile and Defensive Driving sections, drivers are classified as High, Medium, or Low risk.



**2. RiskCOACH Training:** RoadRISK<sup>+</sup> Plus automatically prescribes individual RiskCOACH training courses based on driver risk exposure analysis and resulting risk classification.

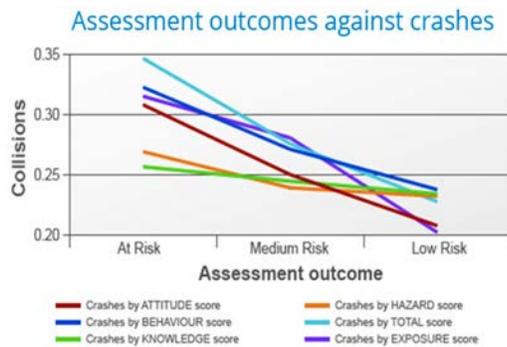
Across most organizations, approximately 10% of fleet drivers are classified as “high risk”. RoadRISK<sup>+</sup> Plus lets you identify and help these individuals before they get into trouble.

## MAKING ROAD SAFETY A PROVEN SCIENCE

Groundbreaking evaluation research studies undertaken in 2003 and 2004 by university research teams in the UK showed clear statistical links between drivers’ performance on the RoadRISK assessment and reported collision outcomes. These studies confirmed RoadRISK’s ability to accurately predict a driver’s risk and the related likelihood of incurring a collision.

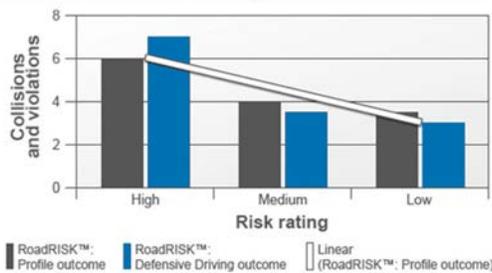
To date, these remain the only large-scale driver risk assessment validation studies of their kind - conducted by applied university-level research experts with up to 26,000 participants at a time.

The graph below, based on the 26,000-driver study, shows the clear relationship between driver collisions over the previous three years and assessment outcomes on each section of RoadRISK.



Since these original studies, additional evaluations have continued to validate RoadRISK’s effectiveness. Below are results for a group of commercial and company car drivers employed by a large logistics and express delivery operator.

## Collisions and violations against assessment outcomes



## ENGAGING INTERACTIVE CONTENT

Designed by eDriving, the leader in online driver training and risk management, RoadRISK Plus includes the following:

- Proven research-based psychometric assessment that determines risk level of drivers
- Multiple interactive formats designed to maintain driver engagement;
- Full motion video hazard identification exercises to help drivers demonstrate and practice recognizing road hazards in a timely fashion;
- Custom selected RiskCOACH courses assigned to drivers based on risk levels. Available in 45 languages with country-, region-, language- & culture-specific content.



## why eDRIVING?



25 years of experience



Over 1,000,000 fleet drivers served



67% reduction in collisions and incidents



20%-40% proven ROI



6 validation studies, over 60 published research papers



45 languages, 90 countries



Over 70 client and partner awards



The choice of industry leaders worldwide

## also...

- Unmatched breadth and depth of fleet solutions.
- Innovation fueled by drive, creativity & industry knowledge
- Partnering approach to all client relationships
- Unmatched passion for road safety