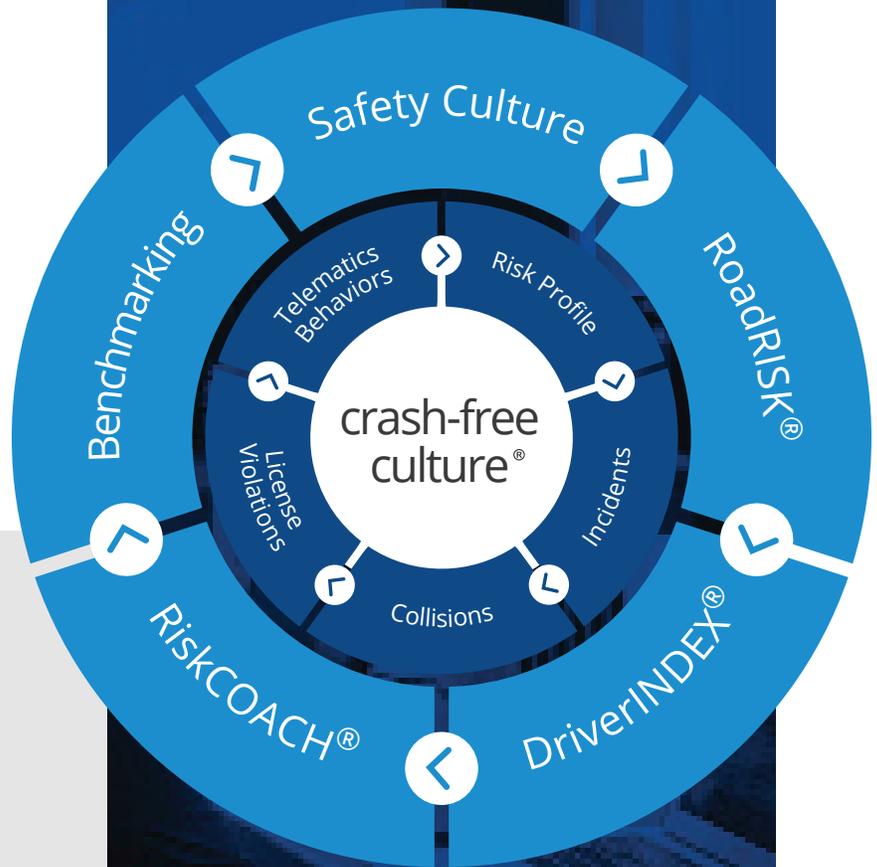


# The gold standard.

**Award-winning driver\* risk management program for Sales, Service, Delivery and Warehouse**

eDriving's flagship driver risk management program, Crash-Free Culture® is composed of five components designed to work together to measurably reduce collisions, incidents, and violations caused by risky driving. Used by over 1,200,000 active drivers and refined over 25 years serving many of the world's largest global fleets, Crash-Free Culture and its companion platform, Virtual Risk Manager® (VRM), comprise the most globally respected and validated comprehensive risk management solution available. A solution unmatched in its depth, breadth, efficacy and proven ROI.



\* References to 'driver(s)' apply to drivers of cars, trucks, and vans; riders of motorcycles and two-wheelers; and operators of powered industrial vehicles (PIVs).

# How Our Crash-Free Culture® Program Works

## Safety Culture

The heart of our offering is establishing clear cultural context and accepted norms within the organization. We help establish or augment each client's culture of safety including building or improving a company's fleet safety policy, creating and securing commitment to the driver pledge, and communicating expected driving best practices and privacy policies related to driving.

## RoadRISK®

VRM's predictive psychometric risk assessment tool helps fleet managers understand the likelihood of a driver being involved in an incident/collision. Input to the model includes driver history, trip and vehicle information, assessments of attitudes, behavior and knowledge of defensive driving best practices, and real-time hazard identification challenges using full-motion video.

RoadRISK produces a risk classification ("Low", "Medium", "High" risk) for each driver. The predictive accuracy of RoadRISK's classification model has been independently validated by four large-scale research studies and has been borne out by over 1,200,000 drivers.



## DriverINDEX®

VRM's analytics platform integrates comprehensive driver performance data from disparate sources (including 3rd parties) into a single system, providing an unprecedented, unified view of total risk across an organization. These data sources can include:

- RoadRISK results
- License Checking/MVR output
- Collision/Incident reports
- Telematics data – Mentor by eDriving<sup>SM</sup> or other
- CSA data (commercial fleets)
- Additional or custom data 'universes'

DriverINDEX ranks drivers to identify an organization's most at-risk drivers. Managers can focus on execution of a high-risk response plan that we help develop while delivering a less intensive annual training plan for those in the lower-risk categories. A manager's coaching toolkit is provided to support managers with templates for coaching and providing intervention for at-risk drivers.

## RiskCOACH®

RiskCOACH is our extensive library of subject-specific online training courses available in 45 languages with country-, region-, and culture-specific content. A core set of six courses is recommended for all drivers, while additional courses will be automatically prescribed to at-risk drivers to address gaps identified by RoadRISK assessment results. 36 Best Practice guides are also included for quick review of key topics.

## Benchmarking

Monthly, quarterly and annual reporting allows managers to monitor key metrics regarding collisions, injuries and incidents (standalone and per million miles driven). Scorecards provide benchmarking at industry, organization and country/division levels to help calibrate results and identify areas requiring attention.

## The choice of industry leaders worldwide.

- 25+ years' experience
- 1,200,000+ active fleet drivers
- 125 countries
- 120+ client & partner awards
- Privacy-first, data-secure environment
- Large-scale validation studies