

Mentor Defender

by eDriving

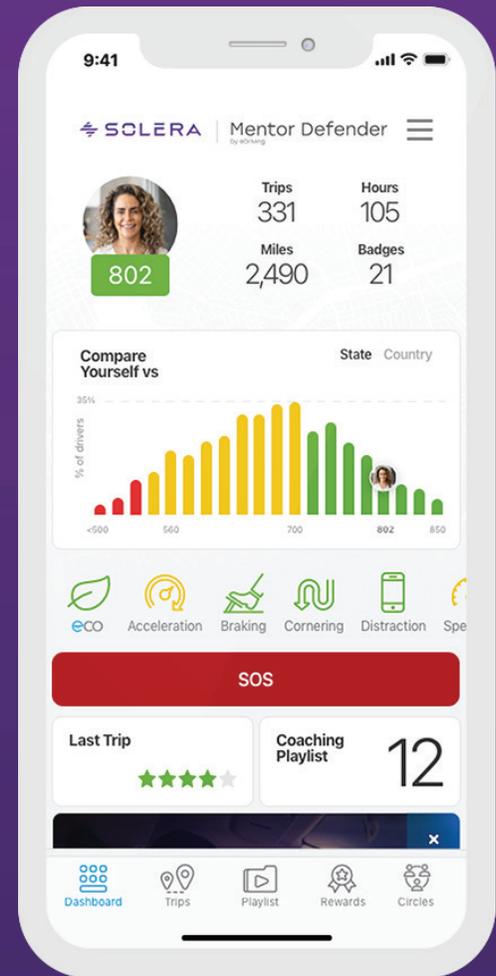
Driver risk management for ALL employees and their families

For 25 years we've been working with organisations globally, helping them to create crash-free cultures, with a primary focus on improving behaviours. Our mission has been steadfast – to ensure that everyone who drives for work purposes returns home safely at the end of every day. Now, we're expanding our reach with our latest Mentor solution that can be used by employees and family members outside of a fleet driver safety program.

Introducing **Mentor Defender**, a new tailored version of our award-winning Mentor smartphone app designed especially for:

- **ALL EMPLOYEES**, not just those driving for work purposes
- **FAMILY MEMBERS**, particularly inexperienced drivers between the ages of 16-21
- **PARTNERS & CUSTOMERS**, who are part of your eco-system and whose safety and well-being matters to you and your employees

* eDriving analysis conducted in Spring 2022 coinciding with 3.5 billion Mentor miles/kilometres driven



Mentor Defender Benefits

- Reduced collisions, incidents, injuries, licence endorsements - Safer roads for all!
- Peace of mind from 24 x 7 emergency support and family location tracking (with approval)
- Proven sustained driver behaviour change
- Reduced speeding events – by up to 85%*
- Reduced distraction/phone use events – by up to 88%*
- Reduced emissions; increased eco-driving
- Comprehensive driver privacy protection
- Deep, respected expertise of eDriving & its partners

edriving.com/gb/mentor-defender

 **SOLERA** | Mentor Defender
by eDriving

Proven Results

eDriving analysis conducted coinciding with 3.5 billion Mentor miles/kilometres driven concluded that drivers initially categorized as Very High Risk or High Risk improved their FICO® Safe Driving Scores by 51% and 70% over 6 and 18 months, respectively. High-risk drivers decreased their speeding events by 57% and 85% over 6 and 18 months, respectively, while reducing their distraction events by 60% and 88% over this time frame, as well.

Introducing Eddie

Professor Eddie will be your drivers' partner on their safe driving journey with Mentor Defender. He's here to help them get home safely at the end of each day! He'll review your drivers' performance and suggest tips and provide coaching to help them become safer drivers. And, with so many powerful features in Mentor Defender, Eddie will be available 24 x 7 to answer questions and help them get the most from the app. If your company already has a character or spokesperson that represents your brand, we can integrate them into Defender, swapping them in communications and app screens wherever Eddie appears.



Engaging, Life-Saving Features

-  **Coaching & Tips**
From hundreds of titles, engaging core (orientation) and targeted micro-training modules are prescribed to provide a solid foundation, as well as address individual risk patterns. Available in 25 languages with support for both right- and left-hand drive vehicles.
-  **Emergency Response Services**
With Defender's Automatic Crash Detection and Personal SOS features with Emergency Response Services powered by Sfera and Bosch, crashes or personal emergencies inside or outside the vehicle will result in a live call AND dispatch of help from one of Bosch's call centers serving more than 50 countries.
-  **FICO® Safe Driving Score***
Through eDriving's partnership with industry analytics leader FICO®, drivers receive an individual FICO® Safe Driving Score, validated for its ability to predict the likelihood of a driver being involved in a collision.
-  **EcoDrive**
Dashboard indicator shows drivers just how eco-friendly their driving is and reminds them that smooth, defensive driving IS eco-driving.
-  **Circles with Location Finder**
Circles promotes friendly competition by enabling drivers to set up groups in which they can see family members' and friends' progress/scores, and use emojis and chat functionality to send motivational messages. And with Circles' "Location Finder" feature, family and friends can view the location of loved ones on a map at ANY time for reassurance that they are safe or nearing their destination.
-  **Rewards**
Drivers can earn badges and collect points to redeem for rewards – either ours, your corporate programme's rewards, or both! A great way to keep drivers engaged and committed to continuous improvement!

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