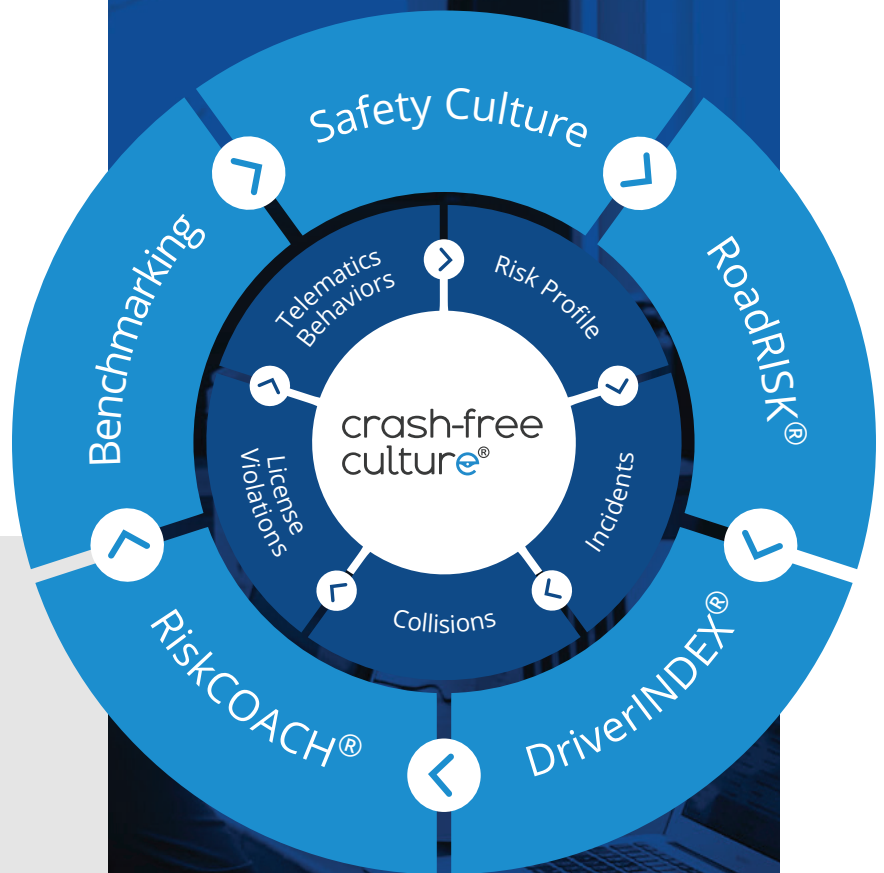


crash-free
culture®

The gold standard.

Award-winning,
patented program
for managing driver risk

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.



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 eDrivingSM 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.

Flexible Packages for Sales, Service, Delivery, and Warehouse Fleets

	Platinum	Gold	Silver	Bronze
Culture Pack - <i>policy awareness and education</i>	✓	✓	✓	✓
RiskCOACH® Modules - <i>12 modules/year/driver</i>	✓	✓	✓	✓
24/5 Technical Support	✓	✓	✓	✓
Three60™ Digital Road Safety Magazine	✓	✓	✓	✓
MVR (One per Year) - <i>USA, UK, Canada</i>				✓
MVR Continuous Driver Risk Monitoring - <i>USA, UK, Canada</i>	✓	✓	✓	
RoadRISK® Assessment - <i>available per driver, every 3 years</i>	✓	✓	✓	
Manager Coaching Toolkit	✓	✓	✓	
Benchmarking Forum/Support	✓	✓	✓	
CrashCOUNT	✓	✓	✓	
DriverINDEX® with Crash, RoadRISK and MVR Data Integration	✓	✓	✓	
DriverINDEX® with Telematics, Crash, RoadRISK, and MVR Data Integration	✓	✓		
Professional Coaching - <i>post-collision and/or with DriverINDEX medium-high/high-risk drivers</i>	✓			



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The choice of industry leaders worldwide.

25 years' experience
 1,200,000+ active fleet drivers
 125 countries

100+ client & partner awards
 Privacy-first, data-secure environment
 Large-scale validation studies