

FALSELY ACCUSED AND NOT IN THE WRONG? PREDICT, PREPARE AND PROTECT



A Leader in Video-Based Safety and Transportation Intelligence

INTRODUCTION

According to a recent report from the National Highway Traffic Safety Administration (NHTSA), total traffic deaths on U.S. highways rose 5.6% in 2016 to a decade-high of 37,461, with truck-involved fatalities also increasing again.¹ There were 4,317 fatalities in crashes involving large trucks, a gain of 5.4% - the highest since 2007. According to the Federal Motor Carrier Safety Administration (FMCSA), the estimated costs of large truck and bus crashes in 2015 was \$118 billion.

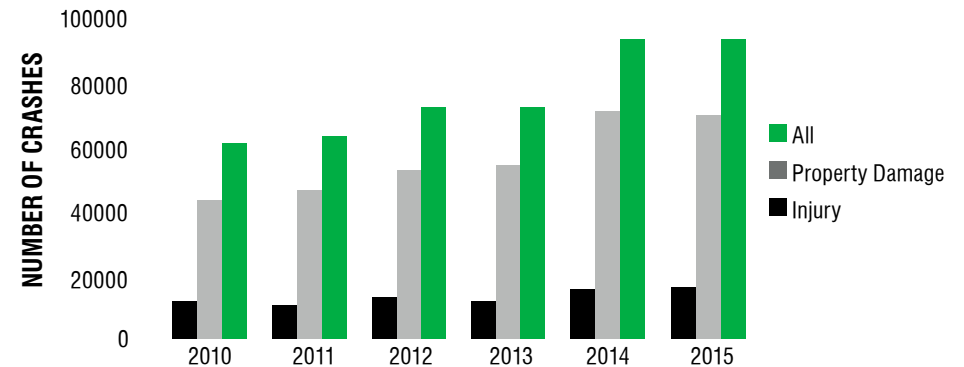
YEAR	FATAL CRASHES	INJURY CRASHES	PROPERTY-DAMAGE-ONLY (PDO) CRASHES	ALL LARGE TRUCK AND BUS CRASHES
2012	\$43 Billion	\$40 Billion	\$21 Billion	\$104 Billion
2013	\$44 Billion	\$41 Billion	\$22 Billion	\$107 Billion
2014	\$42 Billion	\$44 Billion	\$28 Billion	\$114 Billion
2015	\$44 Billion	\$46 Billion	\$28 Billion	\$118 Billion

The costs are staggering. The FMCSA breaks down average truck accident costs this way:

- Basic health and property damage: \$334,892
- When a semi-truck is pulling multiple trailers: \$1.2 million
- When a semi-truck accident results in a fatality: \$7.2 million

This price tag can vary greatly depending on the extent of damage involved, such as what caused the accident (speeding vs. a mechanical defect) and the types of injuries suffered. Other factors that can impact cost are the number of passengers injured in the accident, whether an injured party can return to work, how many people depend on the injured/deceased party for support and whether or not the truck employer was negligent.

In light of these appalling statistics, the transportation industry continues to create more technology to reduce collisions and deaths. According to the [AAA Foundation for Traffic Safety](#), equipping large trucks with video-based onboard safety monitoring systems can prevent up to 63,000 truck-related crashes, 17,733 injuries and 293 deaths each year. In 2015, AAA recommended that all large trucks, both existing and new, get equipped with cost-effective technologies that improve safety for everyone on the road.²



Many fleets are heeding the call. Learn the challenges they faced and why they made the decision to use video to make their fleet safer. These fleets are ensuring they're fully prepared and protected. Are you?

MORE PROTECTION. MORE INSIGHT. MORE SAVINGS.



“We had the challenge like most companies. We were experiencing our fair share of accidents and we were always blamed for a lot of them.”

- Lee Gragnano, Golden State Foods



“We believe that, many times, when we were in accidents, we were falsely accused and our driver was not in the wrong.”

- Matthew Penland, Cypress Truck Lines

No matter the industry – or type of vehicle – many of the challenges that fleet, operations and safety managers face are the same:

- They are blamed for accidents that were not their drivers' fault
- They have to deal with rising fuel and operational costs
- They had reached a safety plateau and were simply not getting better
- They are always looking for ways to improve the safety and efficiency of their fleet

Although it has been shown that 80% of car-truck crashes are caused by car drivers³, truck drivers are repeatedly being blamed for the accident.

With some fleets having hundreds – or even thousands – of vehicles, the time and cost to defend these accusations can be astronomical. In many cases, there are no witnesses, so it comes down to he said/she said. Even multiple witnesses can provide different stories as to what actually happened when a collision occurs.

Not only do you have the cost of resources to investigate the accident onsite, but then there's the cost of accident triage and sending field agents, adjusters, safety coordinators, leaders and reconstructionists to the accident scene.

As AAA has stated, the use of onboard video-based safety programs can materially reduce crashes, injuries and deaths. And more.



³<http://www.ccjdigital.com/80-percent-of-car-truck-crashes-caused-by-car-drivers-ata-report-says/>

VIDEO SAFETY: BEYOND EXONERATION

Many fleets have a safety culture reinforced with safety programs specifically for their drivers, including initial driver orientation, on-going training, ride-alongs and – in some fleets – reward and recognition programs. But, after a while, many fleets realize that their safety stats are not improving and they're no longer progressing in the right direction.

This is when fleets begin to realize they need a safety solution that tells them why problems are occurring – before they occur. Some facts to consider^{4,5,6}:

- **37%** of drivers report having fallen asleep behind the wheel at some point in their lives; **11%** report having fallen asleep behind the wheel in the past year
- Drivers distracted by mobile devices are **2.5x** more likely to run a stop sign or red light, increasing the risk and severity of collisions
- Drowsiness was involved in one in five fatal crashes
- It's estimated that **10%** of all fatal crashes and **17%** of all accidents that caused injuries are the result of distracted driving
- An estimated **328,000** crashes each year, including **109,000** injury crashes and **6,400** fatal crashes, involve a drowsy driver
- After getting only 5 to 6 hours of sleep, crash risk increased by **1.9 times** compared to getting normal sleep of 7 hours



“We had reached a plateau with our overall safety program. We were missing what’s in the cab – that’s where accident causation comes from.”

- Randy Sheltra, Loomis Armored

[Video](#) provides the opportunity to see those driver habits that are leading to collisions, such as mobile phone use, food and drink, lack of sleep, following too close, speeding and more. Similar to sports teams that use game-day films to review a game, by understanding the problem and coaching drivers with the video so they can see what's causing collisions, you quickly improve driver performance and the overall safety results throughout your fleet.



“I would tell anybody out there that, if you’re going to drive a CMV on America’s roadways and you give this technology a true opportunity to show you how it can protect you, I will guarantee you that within 30 days you will not want to remove it or drive a piece of equipment that didn’t have it.”

- Eric Nelson, Arnold Transportation

VIDEO SAFETY DELIVERS BOTTOM-LINE RESULTS



“You couldn’t ignore the facts that the SmartDrive® program was producing. The numbers didn’t lie. Our risk was reduced by 85%.”

- Jeremy Collins, Postal Fleet Services

It’s no longer a question of “if” a fleet will be incorporating a video-based safety program, but rather, “when” they will install one. Why? From significantly lowering claims costs and avoiding litigation and collisions, to settling claims early or simply showing the evidence that exonerates your driver. Video delivers results.



“We experienced a 50% reduction in vehicle crashes.”

- Randy Sheltra, Loomis Armored

In fleets that adopt a video-based safety program, improvements are often seen, not only in risk and crash reduction, but across a wide array of safety-related areas.



Reduced distracted driving by nearly **50%**, mobile phone usage by **96%** and speeding by **58%**



Reduced preventable accidents by **60%**



Reduced collision frequency rate **67%**



Achieved **43%** improvement in CSA Unsafe Driving BASIC



Increased subrogation collections by **15%**



Reduced mobile device usage from **62%** to **2%**, insurance claims by **18%** and claim severity by **35%**



VIDEO SAFETY DELIVERS BOTTOM-LINE RESULTS



“We’ve seen our accident costs per million miles reduced. We’ve seen the time to claim closure reduced by a third. Today we have new tractors because we saved money on accidents that didn’t occur.”

- Eric Nelson, Arnold Transportation

And, the ROI with a video safety program can be instantaneous. Many fleets have commented that the cost of one accident pays for the cost of the program or the savings from a video-based safety program can be used in other ways to benefit their fleet.

It’s important to note that bottom-line savings are also enhanced through the data that results from a video-based safety program. The data that’s captured contains a wealth of insight that fleets leverage to understand vehicle use and driver performance. These insights can be leveraged across a fleet’s organization to help improve both fleet efficiency and overall fleet performance.

By leveraging SmartDrive real-time data and risk observations as the cornerstone of its driver behavior management and reward program, Nussbaum Transportation improved its CSA Indicator BASIC Score more than 70%, reported zero preventable DOT-recordable accidents and experienced no jackknife or major loss-of-control accidents in the first six months of implementation.



“SmartDrive SmartIQ® is the only solution that delivers granular data; incorporates a variety of safety, fuel and operational data; and makes it easy to incorporate resulting insights into our business.”

- Jeremy Stickling, Nussbaum Transportation



DEVELOP SAFER DRIVERS

70%

Improvement in
CSA Crash Indicator
Basic Score⁷



84%

Safety
Improvement⁸



REDUCE COSTS

88%

Reduction in
Speeding Violations⁹



84%

Reduction in Claim
Severity¹⁰



⁷<http://www.smartdrive.net/case-studies/nussbaum-transportation/> | ⁸<http://www.smartdrive.net/case-studies/knight-transportation/>
⁹<http://www.smartdrive.net/case-studies/transdev/> | ¹⁰<http://www.smartdrive.net/case-studies/virginia-eagle/>

WHY INNOVATIVE FLEETS CHOOSE SMARTDRIVE



“The reason we selected SmartDrive as the solution was that partnership. We have a lot of vendors within our organization. And, it’s basically a vendor/customer relationship. We didn’t want that. We wanted that one-on-one conversation.”

- Randy Sheltra, Loomis Armored

Fleets choose SmartDrive for different reasons:

- Exonerations they experience when their driver is not found at fault in an accident.
- Fuel savings they’re now seeing due to less aggressive driving.
- Improvement in their CSA BASIC Scores based upon fewer accidents and tickets
- Exceptional customer service and support



“SmartDrive is not just a vendor to us. It’s part of our company culture because we’ve incorporated it into so many things that we do. It’s also completely flipped the way our company thinks. And you can’t put a price on that.”

- Brittany Britt, Davis Transfer

Protecting fleets. Protecting drivers. Improving fleet performance. We partner with our customers to help achieve their safety and operational goals – from preventing collisions to lowering fuel costs.

From installation, to training, to implementing and operating the video safety program, our team of experts is there every step of the way to ensure success. It’s our top priority and the reason why customers renew year after year. Customer support is the first point in the SmartDrive Promise – for a reason. It’s why SmartDrive maintains a 98% renewal rate across its client base.

Together, we can reduce collisions, improve safety and impact your bottom line. Make sure you’re prepared by deploying video and insights throughout your fleet.



“Our number one focus is safety. We’re focused on safety before we’re focused on profits. We feel if we do everything right, we’ll be profitable. And we have been. SmartDrive has been a big part of that profitability.”

- Dan Baillargeon, Conico Oil

For more information on how to bring more protection, more insight and more savings to your fleet, [contact SmartDrive today.](#)

ABOUT OMNITRACS

Omnitracs, LLC is a global pioneer of trucking solutions for all business models. Omnitrac's more than 1,000 employees deliver software-as-a-service-based solutions to help over 14,000 customers manage nearly 1,100,000 assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics 30 years ago and serves today as a powerhouse of innovative, intuitive technologies. Omnitrac transforms the transportation industry through technology and insight, featuring best-in-class solutions for compliance, safety and security, productivity, telematics and tracking, transportation management (TMS), planning and delivery, data and analytics, and professional services.

Find out more at omnitracs.com/smartdrive

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