

Speeding is dangerous.

Eliminate it from your fleet.

See it.

Speeding is happening in your fleet. But, until now, you've never had a tool to actually see it. Unlike other solutions that rely on capturing speeding from the ECM, SmartSense for Speeding measures a vehicle's rate of speed against a posted speed database. Unlike simplistic telematics reports that rely on capturing speeding from the ECM, SmartDrive measures a vehicle's rate of speed against a posted speed database. And video provides insight into WHY your drivers are speeding. See speeding and eliminate it from your fleet.

Coach it.

You need to take action to change performance. In-cab alerts, insightful video, intuitive online dashboards and a proven coaching workflow enable you to intervene in a timely manner with driving skill improvement strategies that make a difference. By seeing video and coaching your drivers on techniques to eliminate bad habits, you see results and improve your fleet's performance.



Measure it.

With video and customized data options, you can quickly view critical information at both site and company levels, measure your results and know where to extend your efforts to reduce speeding and potential collisions throughout your fleet.

Stop it.

By identifying speeding, coaching your drivers to improve their driving skills and measuring your results, you'll stop speeding and improve your fleet's performance. You'll drive down incidents, while minimizing overall risks, exposure and costs. Most importantly, you'll ensure that your drivers come home safely and improve your bottom line.

Learn more at smartdrive.net/speeding







SmartDrive
by Omnitrac

Speeding is dangerous.
What's the impact
on your fleet?



SmartDrive
by Omnitrac

Stop Speeding

Learn more at smartdrive.net/speeding

Trusted by _____

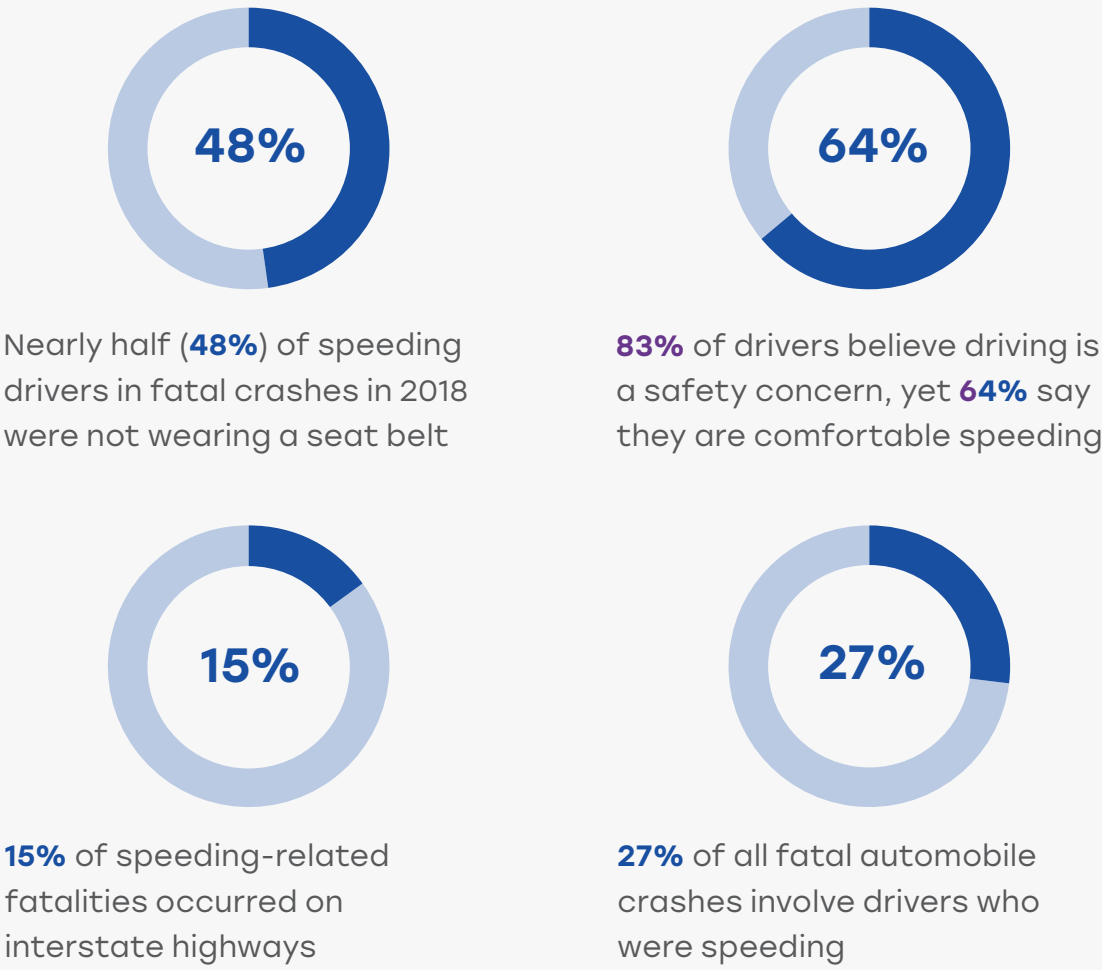


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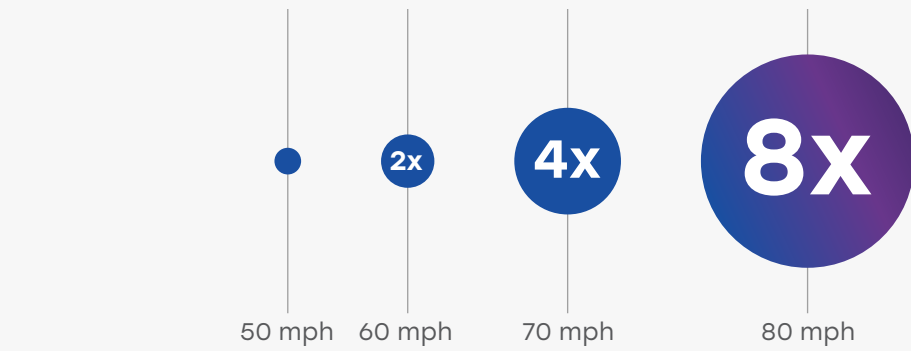
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How soon until your next collision... or fatality?

In 2018, speeding killed 9,378 people, accounting for more than a quarter (26%) of all traffic fatalities that year. NHTSA estimates the total comprehensive cost of speeding is \$203 billion. According to NHTSA:



Drivers involved in fatal crashes tend to speed more frequently at night.



NHTSA reports that the force of a crash's impact doubles with every 10-mile per hour increase in speed at speeds faster than 50 miles per hour. The risk of suffering a serious injury or dying also increases with the higher rate of speed. What other factors are contributing to these collisions and fatalities?

While it's tempting to drive fast, the dangers of excessive speeding don't outweigh the benefits. The additional factors that come with speeding simply add to the dangers. Eliminate speeding and many of these additional factors disappear.

Learn more at smartdrive.net/speeding

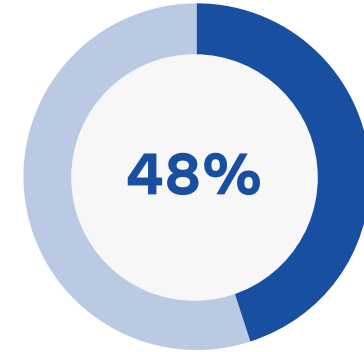
Know the risks of speeding.

1. Unsafe following



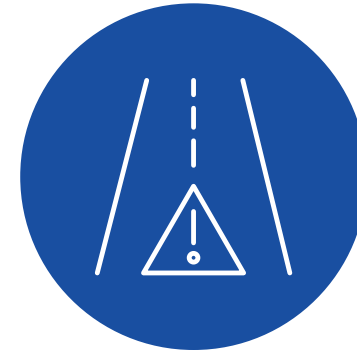
Speeders are nearly **3x** more likely to practice unsafe following distances

2. Near collisions



Speeders are **45%** more likely to be involved in a near collision

3. Lane control



Speeders are **54%** more likely to cross the median or center line of the roadway

4. Distracted driving



Speeders are **2.5x** more likely to be distracted while driving

5. Hands off the wheel



Speeders are **3.7x** more likely to drive with two hands off the wheel

6. Fuel waste



Speeders are more likely to waste fuel. Highway MPG for speeding drivers is **2.7%** lower than all other drivers

7. Compliance



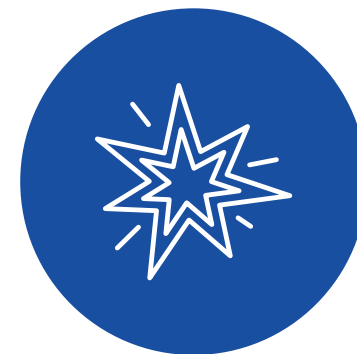
Speeders are consistently more likely to fail to comply with stop signs and red lights

8. Unsafe maneuvers



Speeders are more likely to engage in unsafe lane changing, merging, passing, braking, and turning

9. Collisions



Drivers who have been in collisions speed nearly **2.5x** more frequently than non-collision drivers

All statistics are from Omnitracs' SmartDrive SmartIQ Beat Snapshot for Speeding

Learn more at smartdrive.net/speeding

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