

# Vision for Vehicle Safety

May, 2017



FLEET MANAGEMENT



# Agenda

- Ongoing Problem of Vehicle Safety
- Why have previous efforts failed?
- Vision for a comprehensive Safety Plan
- Cost/Benefit
- Questions

## Industry background, Joe Stergios



- Corporate Business Development Manager- St. Louis, MO
- Partnered with So Cal ABC Chapter 2004-2015
- 27 years in Fleet Management Industry
  - Enterprise- 20 years
  - ATT/GE Capital
  - Donlen
  - General Motors

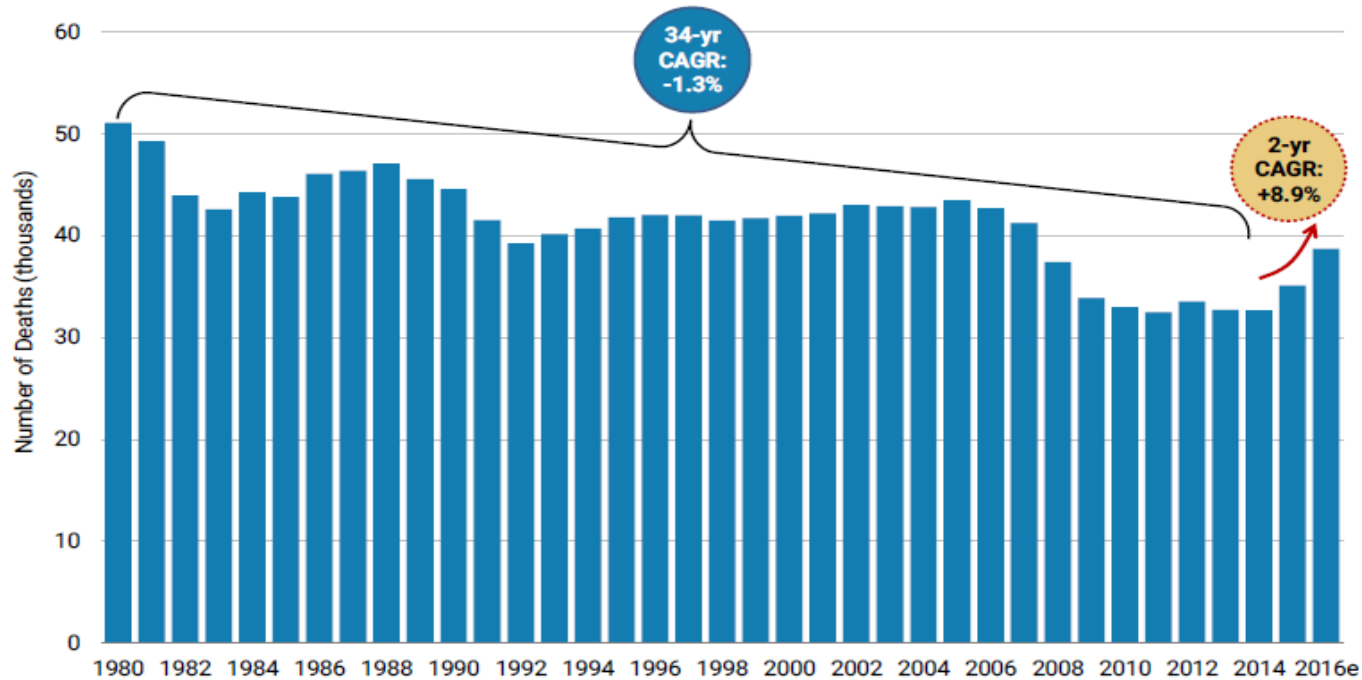
# Vehicle Safety Facts

- 94% of accidents caused by Driver error (NHTSA)
- Fatalities on the rise
- Accident cost to employers was \$47.4 billion in 2013 (NETS)

Fatalities	
2015	35,092
2014	32,744
2013	32,893

Source: FARS

**Exhibit 9:** Traffic fatalities sharply rising: +8.9% CAGR in the last 2 years versus 34-year CAGR of -1.3% previously



Note: FY2016 fatalities estimated by applying 1H2016 growth rate to FY2015  
 Source: National Highway Traffic Safety Administration, Morgan Stanley Research

## DRIVER BEHAVIOR HAS A DIRECT EFFECT ON EMPLOYER CRASH COSTS



SPEEDING

**\$8.4**

BILLION



DISTRACTED  
DRIVING

**\$8.2**

BILLION



ALCOHOL

**\$6**

BILLION



NOT WEARING  
SEAT BELT

**\$4.9**

BILLION

# Exposure to Risk

- Company-Owned vehicles
  - No grey area
- Company-Leased vehicles
  - No grey area
- Employee-Owned vehicles
  - Established use on company business?
  - Maintenance?

# Fleets Big & Small Struggle with Safety

## Automotive Fleet Magazine Survey, 2014

- 66% Do not check motor vehicle reports (MVR) annually
- 70% Do not monitor regular activity of drivers
- 59% Do not have a meaningful Safety Program



# Consequences

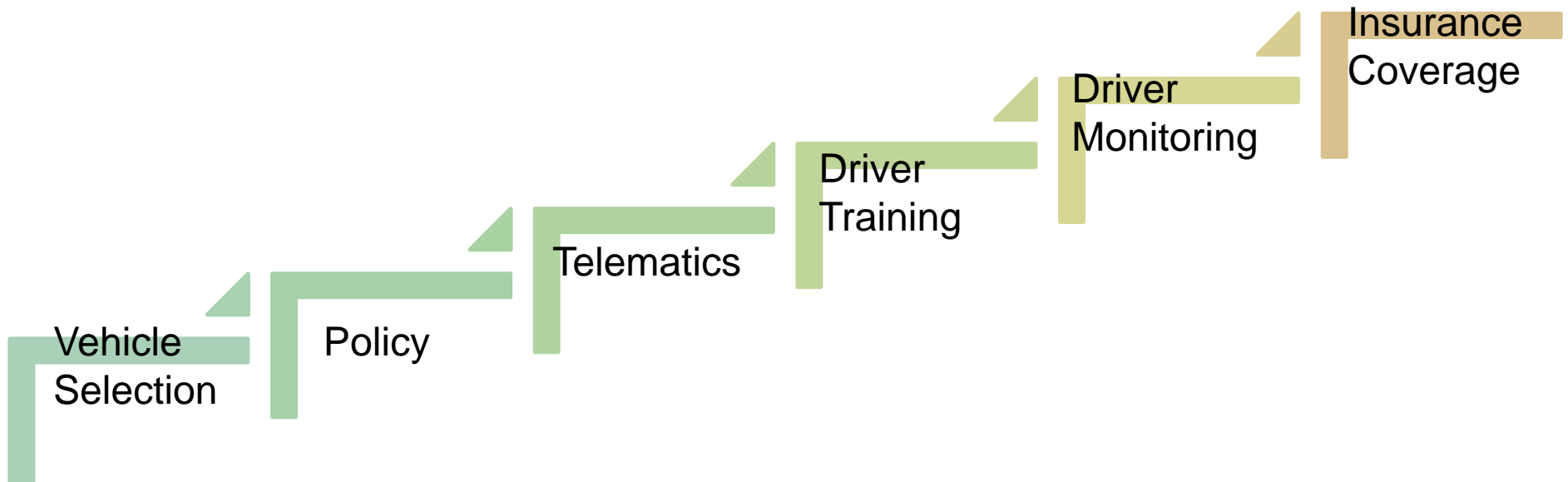
1. Economic
  - Insurance Premiums up 29% in Trucking Industry
2. Operational
  - Productivity disruption
3. Reputational
  - Company image
  - Owners and GC's care
  - Recruiting/Retention

“If you choose not to decide, you still have made a choice.”

-Rush



# Vision for Safety Success



# Vehicle Selection: Newer vehicles really are safer

## Chevy Equinox

Model year	Front overlap		Side	Roof strength	Head restraints & seats	Front crash prevention
	Small	Moderate				
2017	G	G	G	G	G	 BASIC
2016	G	G	G	G	G	 BASIC
2015	G	G	G	G	G	 BASIC
2014	G	G	G	G	G	 BASIC
2013	■	G	G	G	G	 BASIC
2012	■	G	G	G	G	
2011	■	G	G	G	G	
2010	■	G	G	G	G	
2009	■	G	■	A	M	
2008	■	G	M	A	M	
2007	■	G	M	A	M	
2006	■	G	M	A	M	
2005	■	■	M	A	M	

## Technologies (IIHS)

- ESC
- BLiS
- Camera/Back-up
- Air Bags
- TPMS
- ADAS
- Lane Departure
- Headlamps\*\*

## Company Vehicle Policy

- Personalize to match your culture
- Define eligibility and responsibilities
- Texting policy
- Telematics notice
- Uber prohibition
- Maintenance expectation



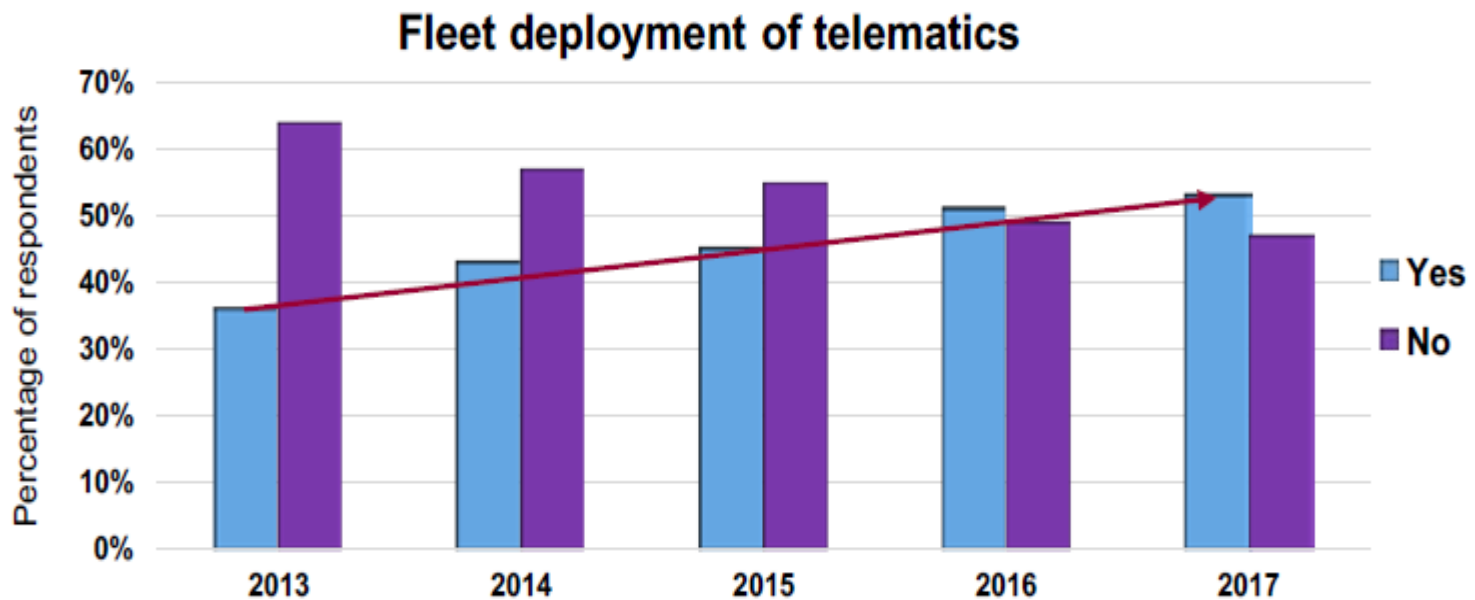
# Telematics

“Scalable” platform:

- Routing
- ELD
- HOS
- Video
- IFTA Fuel Tax
- Eg: “Geotab Marketplace”

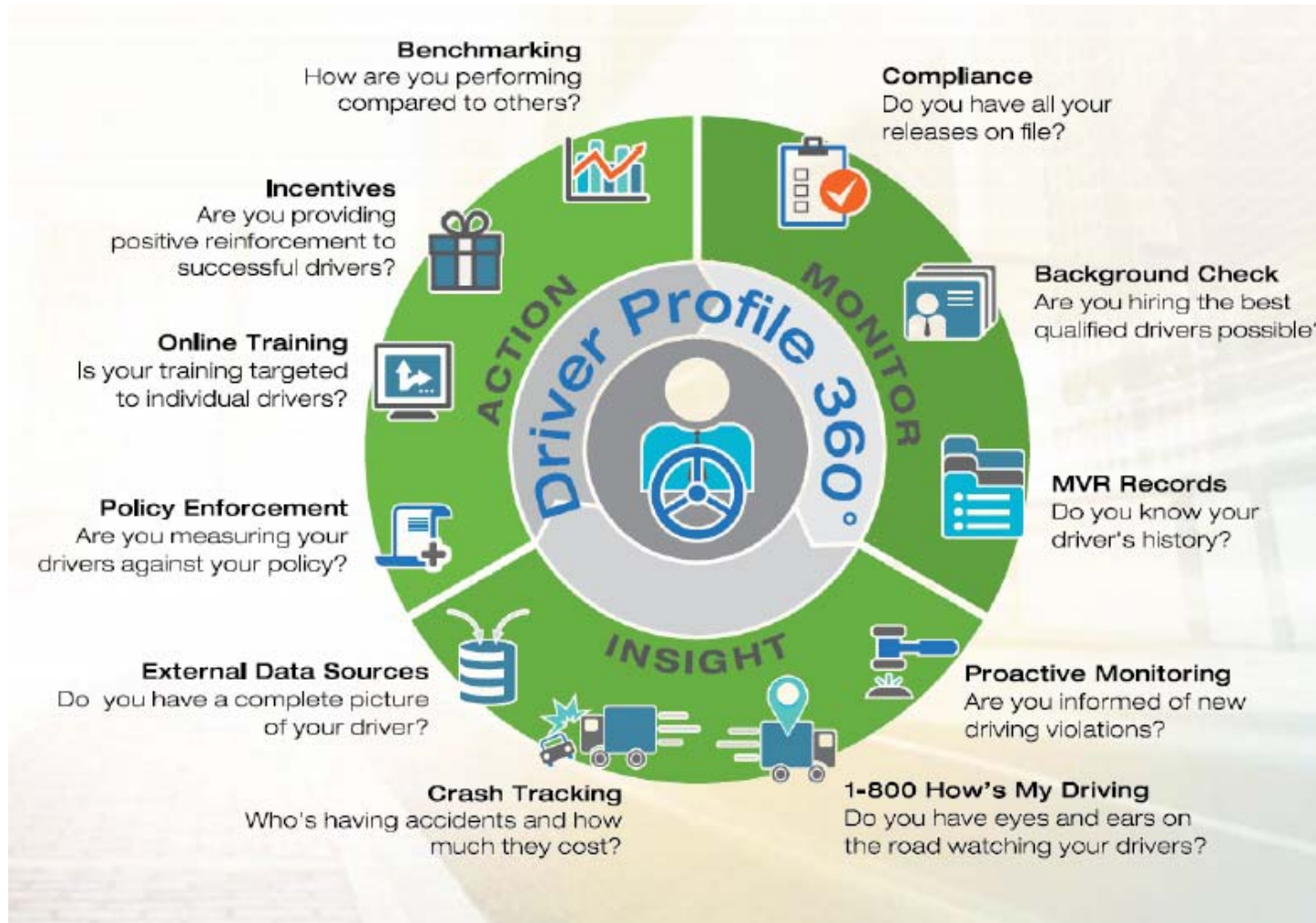


# Slow and Steady Adoption



Source: NTEA 2013–2017 Fleet Purchasing Outlook Surveys *Figure 26*

# Continuous MVR Monitoring (Samba)



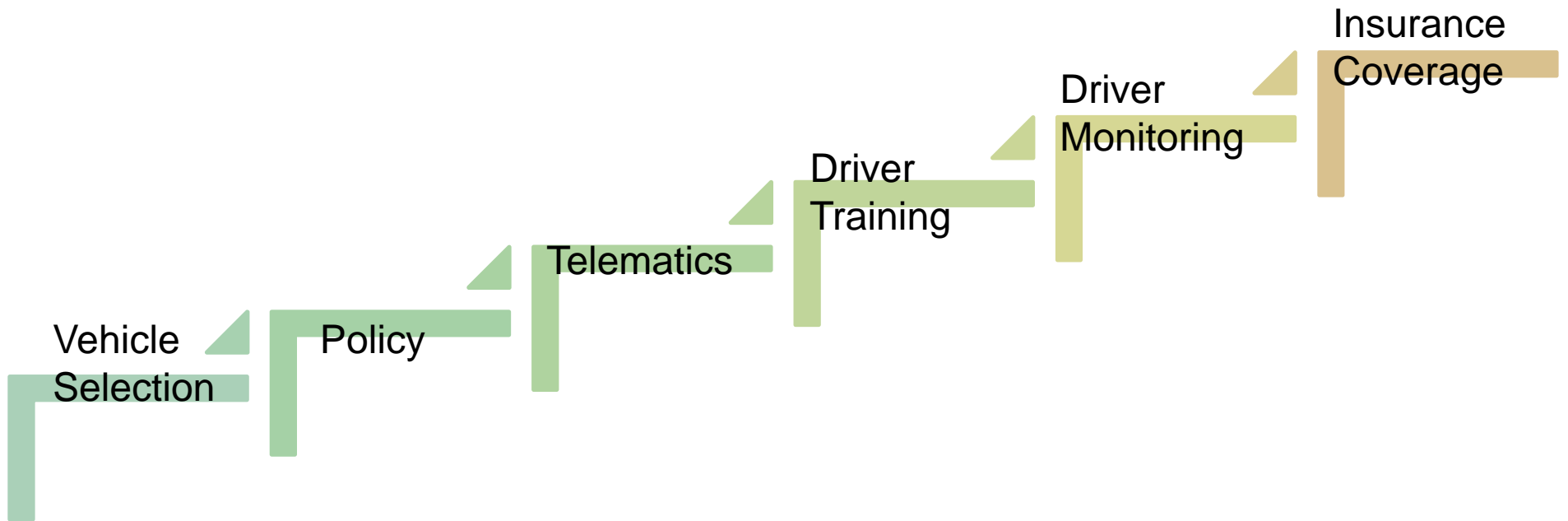
# Driver Training

- Assessment
- eLearning
- Targeted
- Periodic refresh

Defensive Driver Training Modules		
ABS	Alcohol, Drugs & Driving	Auto Theft
Avoiding Collisions with Large Animals and Debris	Avoiding Collisions with Pedestrians and Cyclists	Deadly Distractions
Defensive Backing Strategies	Defensive Parking Strategies	Driving in Adverse Weather Conditions
Drowsy Driving	Escape Routes	Failure to Yield
Vehicle Maintenance	Intersections	Intersection Problems
Intersection Solutions	Road Rage	Lane Changes
Parking Lots and Backing	Safe Driving at Night	Roundabouts
Safe Business Travel	Safely Navigating Rural Roads	Safe Driving in Construction Zones
Safe Freeway Driving	Speeding	Seat Belts and Airbags
Sharing the Road with Large Trucks	SUVs, Trucks & Minivans	



# Vision for Safety Success



# Any organization's Priorities

- Economic outcomes
  - Profits or Balanced Budget
  - Expense Control
  - Revenue Maximization
- Operational Aspects
  - Productivity of workforce
  - Quality of workmanship
  - Execution of responsibilities and deadlines
- Reputation
  - Culture
  - Community standing, goals and metrics
  - Employee recruiting and retention



# Questions?

Thank you!

Joe Stergios

[Joseph.Stergios@efleets.com](mailto:Joseph.Stergios@efleets.com)

314-274-4041

