


MOVING FORWARD

IRTEENZ

2006





Come a little closer


Funeral services Bergemann & Sohn
Jonasstraße 7, 10851 Berlin Tempelhof, phone: (030) 240 16 15, www.bjg-berlin.de

Moving forward!!!



Lumley Fleet Risk Management

Assisting
organisations to
develop and improve
areas of Safety
Awareness

Minimising Risk Exposure!




www.universdugratis.com

*there's a
lot more*

to our motor insurance than meets the eye

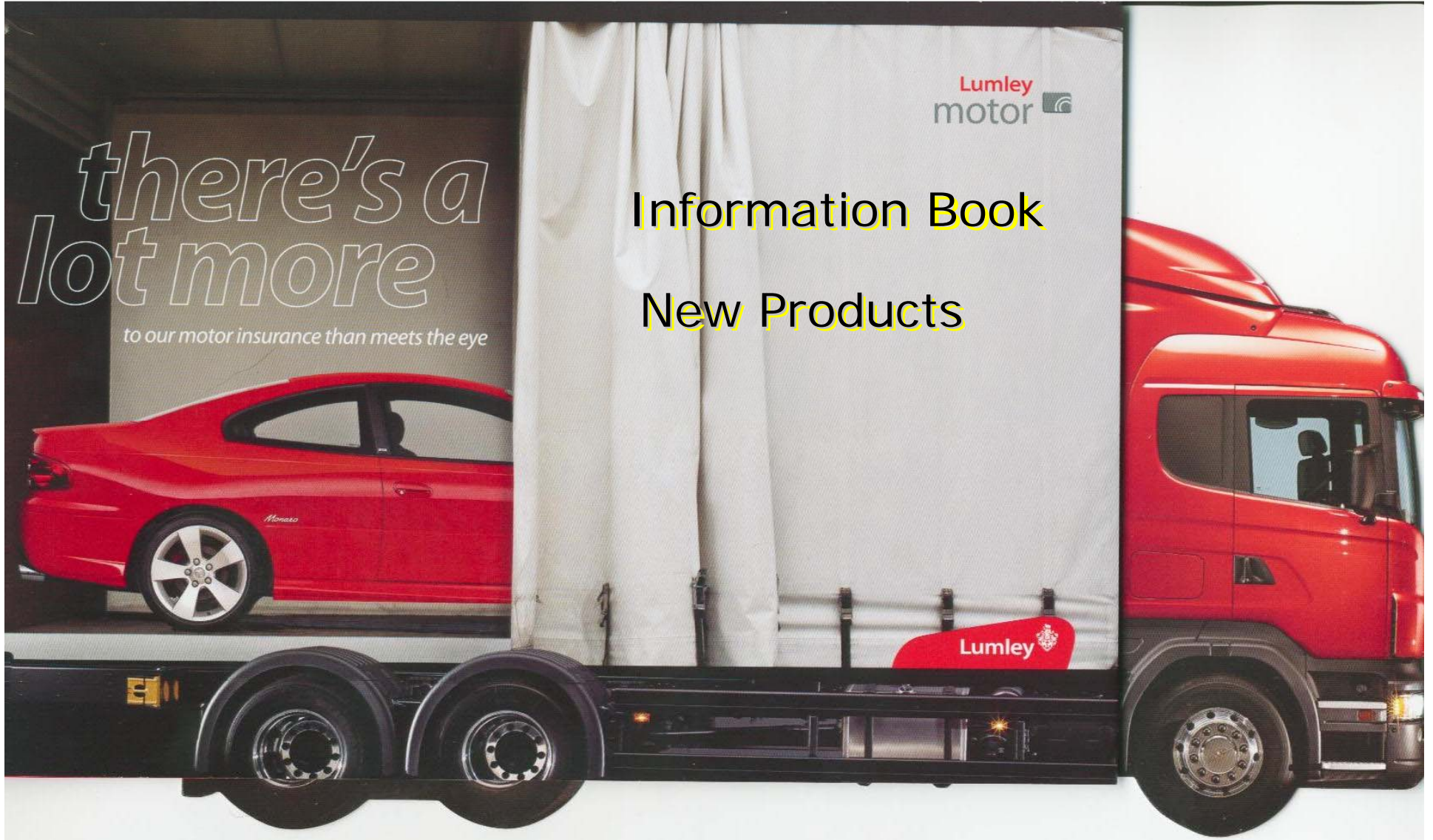
Information Book


New Products

Lumley
motor 

Lumley 

Lumley 



A red truck cab is shown in profile on the left side of the slide. The truck is facing right, and the image shows the front and side of the cab, including the window, door, and front wheel.

Introducing



Haydn Bowbyes



What is Drivecam?

DriveCam is a technology-based program that provides a 20-second video clip with audio, anytime a vehicle is in a high-risk situation or involved in unusual motion.

Benefit:

- Provide data to identify and correct poor driving behavior from high-risk drivers before these behaviors lead to a collision (loss prevention tool)
- Provide proof of “no-fault” collisions by showing an electronic record of what happened during a crash and in the “at-fault” collisions learn how to prevent them in the future





Technology Behind DriveCam

How Does The Camera Work?

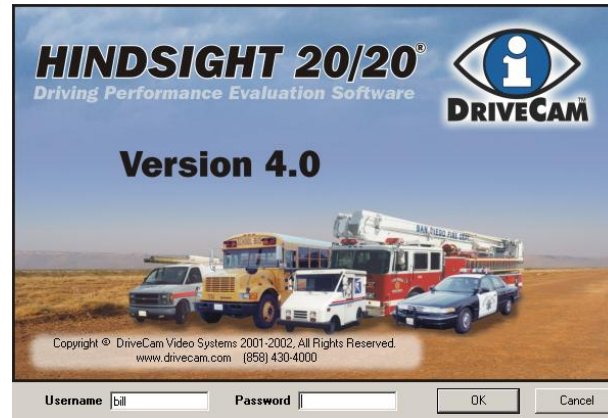
- Mounts on windshield
- Infinite Loop Digital Recording
- Video, Sound and G-forces are continually recorded into a digital looping memory
- Previous 10 seconds always in memory
- When G-force levels exceed trigger settings, the previous time is saved and recording continues for 10 more seconds
- Event is then saved permanently to a file that is 20 seconds long (10 before, 10 after)
- Customisable settings for each vehicle type
- Event clips can then be downloaded to a laptop/PC





Technology Behind DriveCam

HindSight 20/20 Software



- Management software used to monitor driver performance, and provide unbiased feedback to the driver through video and audio replay of the event
- Program to download, organise, review, and store events
- Database that allows reports to be generated
- Allows changing of settings in the DriveCam (i.e. changing the G-force levels)



Technology Behind DriveCam HindSight 20/20 Software

DriveCam Video Replay

File About

Event Details

Time:
04:37:27 PM

Date:
07/05/2003

Serial #
03295373

Event Type:
Crash

Filename:
Crash - Sleeper -
Dual View.DCE

EXIT

Volume

FG +1.5 SG -3.4 Time +0.00
⚠ C Front View



Technology Behind DriveCam HindSight 20/20 Software

DriveCam Video Replay

File About

Event Details

Time:
04:37:27 PM

Date:
07/05/2003

Serial #
03295373

Event Type:
Crash

Filename:
Crash - Sleeper -
Dual View.DCE

FG +0.1 SG +0.1 Time -0.25
Rear View

Volume

EXIT



Technology Behind DriveCam HindSight 20/20 Software

HindSight 20/20 - User[drivecam] - [Version 4.0]

File Setup Reports Utilities Help

Event #	Event Type	Vehicle #	Date and Time
32	Warning	LIMO004	05/08/2003 2:46:15 PM
38	Warning	BUS005	05/08/2003 2:44:02 PM
24	Crash	LIMO004	02/07/2003 7:28:47 AM
17	Crash	TAXI003	02/01/2003 10:18:49 AM
22	Crash	LIMO004	01/06/2003 8:01:14 AM
27	Crash	LIMO004	12/05/2002 2:47:41 PM
9	Erratic	VAN002	11/26/2002 9:59:53 AM
1	Erratic	AMB001	11/22/2002 11:58:10 AM
31	Erratic	LIMO004	10/26/2002 5:22:22 PM
30	Erratic	LIMO004	10/13/2002 8:06:54 PM
19	Erratic	LIMO004	10/05/2002 4:37:35 PM
20	Crash	LIMO004	09/29/2002 5:16:16 AM
7	Crash	VAN002	04/30/2002 12:46:19 PM
33	Erratic	BUS005	04/27/2002 10:32:06 AM
36	Erratic	BUS005	04/26/2002 12:22:06 PM
11	Erratic	VAN002	04/23/2002 6:26:58 PM
28	Crash	LIMO004	04/06/2002 10:42:24 AM
35	Erratic	BUS005	03/26/2002 3:57:01 PM
12	Crash	VAN002	03/21/2002 12:04:37 PM
34	Crash	BUS005	03/17/2002 8:38:51 PM
16	Erratic	TAXI003	11/21/2001 5:17:43 PM
14	Erratic	VAN002	10/01/2001 7:57:03 AM

User Name: drivecam Inbox - 22 Events



Unique Driver Behaviour Performance Data

McBride Electric		
6480 Weathers Pl. Suite 340 San Diego, CA 92121		
McBride: Root Cause Analysis		
10/1/2005 - 11/30/2005		
McBride/Denver		Total: 70
<u>Root Causes</u>	<u>Frequency</u>	<u>Present in X% of Events</u>
Divided/Distracted Attention		
Cell Phone	3	4 %
Other Distraction	3	4 %
Poor Driving Awareness		
Not Looking far Ahead	5	7 %
Looking but Not Seeing	7	10 %
Not Scanning Roadway	4	6 %
Intersection Not Scanned	1	1 %
Primary Attitude/Demeanor		
Just Beyond Thresholds	4	6 %
Lack of Concern	1	1 %
Somewhat Aggressive	6	9 %
Aggressive	1	1 %
Behavior		
Following Too Close	4	6 %
Too Fast or Too Slow	13	19 %
Failed to Keep an Out	6	9 %
Driver Not Belted	2	3 %
Custom Markers		
Hard Braking	15	21 %
Hard Cornering	21	30 %
Hard Acceleration	1	1 %
Wear and Tear	26	37 %
Outcome		
No Collision	68	97 %
Near Collision	2	3 %
McBride/San Diego		Total: 41
<u>Root Causes</u>	<u>Frequency</u>	<u>Present in X% of Events</u>
Divided/Distracted Attention		
Cell Phone	5	12 %
Other Distraction	3	7 %
Poor Driving Awareness		
Not Looking far Ahead	2	5 %
Looking but Not Seeing	3	7 %
Not Scanning Roadway	4	10 %
Intersection Not Scanned	1	2 %
Primary Attitude/Demeanor		
Just Beyond Thresholds	1	2 %
Lack of Concern	8	20 %
Somewhat Aggressive	4	10 %
Behavior		



HOW DOES DRIVECAM REDUCE FLEET OPERATING COSTS?



Fleet Operating Challenges

- To reduce operational costs
- To minimize insurance claims and costs
- To support the company brand
- To protect against fraud and incorrect blame
- To comply with ALL required operational health and safety legislations.

***ALL THESE CHALLENGES ARE HUGELY
INFLUENCED BY THE MOST VARIABLE
ELEMENT OF A VEHICLE FLEET***

THE DRIVER



Crashes: Root Causes

over 90% of vehicle crashes involve some degree of improper driving behavior!

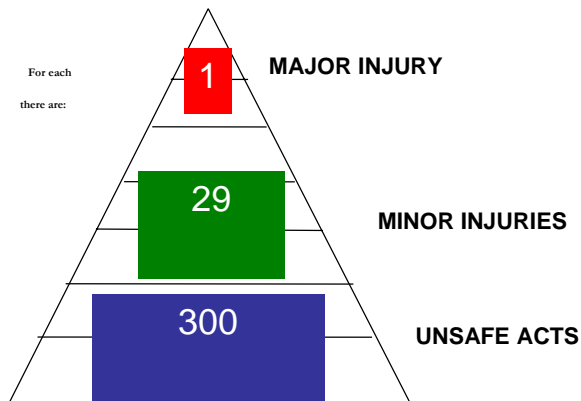
- Improper lane change – running off the road
- Operating at unsafe speed
- Tailgating or following too closely
- Discourteous driving – failure to give way
- Inattentive or distracted driving
- Failing to obey traffic laws
- Aggressive driving maneuvers (including heavy acceleration and overtaking maneuvers)
- Poor defensive driving skills

*Insurance Information Institute, Driver Behaviors Involved in Fatal Crashes, USA 2002



What Causes Accidents?

HEINRICH'S ACCIDENT PYRAMID



THE BASIS OF MOST SAFETY APPROACHES

Conclusion:

- The vast majority of vehicle collision are caused by drivers!
- Driving behaviour can drastically impact on the operational costs of a vehicle fleet.
- If Driver Behaviour can be improved, the volume and severity of collisions can be reduced.

A technology that collects evidence of bad driving (internal or 3rd party), then monitors the progress of driver improvement techniques, can:

- Reduce the number of collisions
- Improve operating costs



Why is Drivecam unique?

The only device that captures both driver behaviour **IN the vehicle and the environment **EXTERNAL** to the vehicle, on video, at the exact time of a bad driving incident.**

- GPS only provides information on driver activity
- Engine data black box recorders only capture driver actions/vehicle reaction

When combined with an ongoing driver counseling and training program allows for individualised, targeted driver training.

- As opposed to current “broad brush” approach.



The Flying Bus





The Flying Bus





Sneaky Policeman





Busted



FG -0.1 SG +0.0 Time -10.00
Rear View



Further Clips





Further Clips





Further Clips



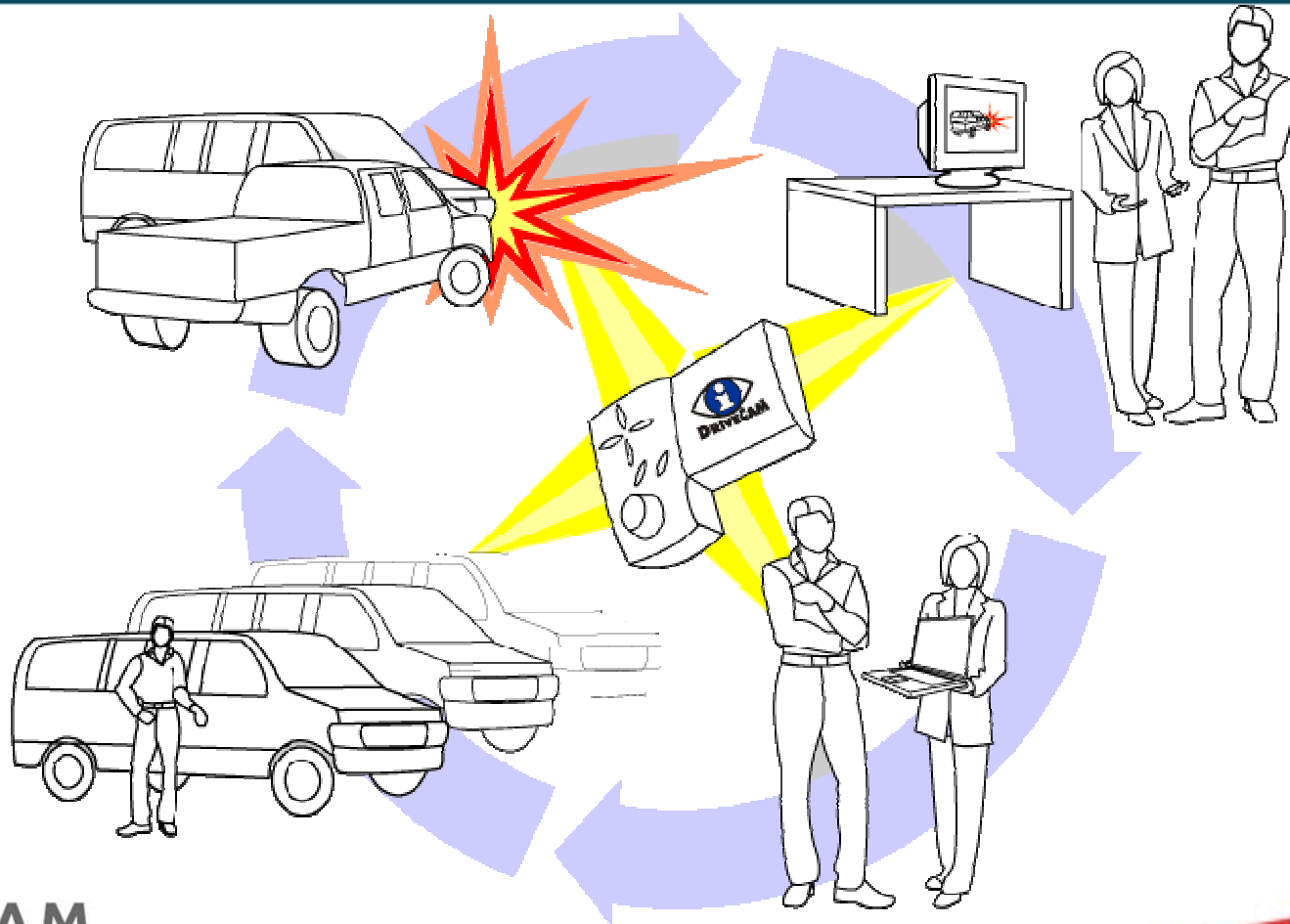


Further Clips





Driving Feedback System





Case Study: Passenger Transportation

CLASSIC TRANSPORTATION LTD

Company Profile:

Eighth largest ground transport provider in the US, with over 200 vehicles:

Minibuses

Limousines

Buses

- The company was facing rising insurance and operating costs
- Drivecam implemented in 100% of fleet
- Results of implementing the DriveCam Driving Feedback System:
- Reduction of insurance losses by 50% in the first year, a saving of NZ\$280,000



Case Study: Limousine Services

EMPIRE INTERNATIONAL LTD

Company Profile:

Empire's infrastructure include 12,000 vehicles operating in more than 250 cities worldwide.

Driving in Manhattan traffic posed a great challenge to the New York Operations with mounting insurance rates and fleet maintenance costs.

Results of implementing the DriveCam Driving Feedback System:

Collisions have been reduced by 62% since implementing DriveCam in the New York fleet (350 vehicles).

Chauffeurs are also reported experiencing increased safety and security while driving with the DriveCam System



Case Study: Emergency Services

REMSA (Regional Emergency Medical Services Authority)

Company Profile:

Fast growing medical services provider specialising in ambulance and helicopter services.

Prior to installing DriveCam, REMSA had been using instrumentally based data recorders. However they found them unable to provide data about unsafe driving incidents.

Results of implementing the DriveCam Driving Feedback System:

Collisions have been reduced by 20% in the first year.

The company has less than 0.25 accidents per 100,000 km driven for its entire fleet.



Results

By changing driving behaviors using the Driving Feedback System, the 1200+ fleets fitted with Drivecam typically report reductions of 35-70% in crashes and collisions !!



Conclusions

- **Unacceptable driver behavior causes collisions and increases operating costs**
- **DriveCam captures that behavior**
- **DriveCam enables you to modify and improve driver behavior**
- **Implementation of the DriveCam should be part of a solution and requires:**
 1. **Full backing of management**
 2. **A champion (usually OH&S or Risk Manager)**
 3. **Ongoing training and monitoring**



Conclusions

The DriveCam System can be compared with having a CEO, Risk Manager and Fleet Manager in EVERY vehicle, with EVERY driver, 24 hours a day, 365 days a year.

As a result,

drivers drive better and safer,

=

Lower fleet costs and a lower road toll

QUESTIONS?





Seatbelts Optional!!?





Seatbelts Optional!!?





Minimising the Risk





Minimising the Risk



Truck driver dies in Meremere crash

Sunday 8th May 2005

Minimising the Risk



A man died yesterday when his truck and a tanker laden with diesel and petrol collided on State Highway 1 at Meremere. Emergency services kept the road closed for six hours, diverting traffic through Meremere Village. The 56-year-old victim had not been named last night, and crash investigators were yet to determine the cause of the accident. The tanker driver suffered minor injuries.

PICTURE / FOTOPRESS

Thank You
for the
Opportunity