



# Safer Drivers. Better Fleets.

A better way to increase safety, efficiency and profits.

## Risky driving behavior within your fleet

A safer environment for employees and consumers is beneficial to every company.

Reaching this goal is especially difficult for fleet companies. Drivers typically operate with very little oversight while driving on behalf of your fleet and on your dollar.

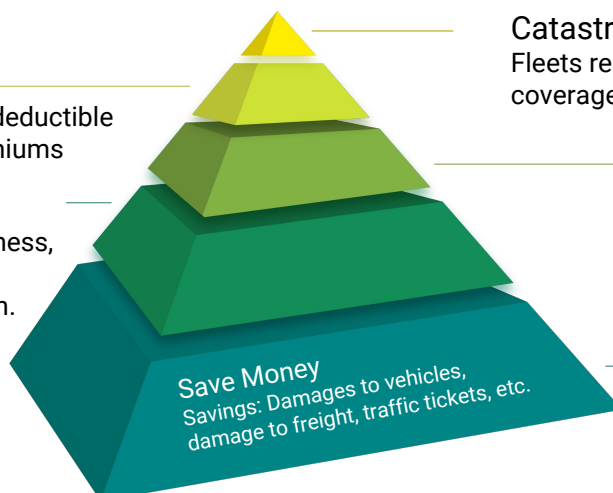
Costly services have helped large corporations to make a real difference but due to high costs, millions of fleets are struggling to gain insights into driving behavior.

Current fleet tracking systems allow to explore detailed information on fleets. This data typically informs the fleet manager on the whereabouts of a vehicle or the state of a vehicle (e.g. idle times, repair codes). However, they omit data on risk and driving behavior. The evaluation of the driving performance is often up to the fleet manager's subjective judgment and not directly based on how good specific driving behavior is for a fleet. This is time consuming, subjective, and not very accurate.

As a result, risks may persist within a fleet and only surface in form of an accident.

**Severe Accidents**  
Fleets responsibility: Pay deductible and higher insurance premiums

**Avoided Accident**  
Fleets opportunity: Awareness, potentially you have an accident waiting to happen.



**Catastrophic Events**  
Fleets responsibility: Admin overhead, loss of coverage

**Minor Accidents**  
Fleets responsibility: Pay for own repairs, 3rd party repairs, down time.

**Risky Driving Behavior**  
Fleets opportunity: Identify and correct unsafe driving behavior

**Save Money**  
Savings: Damages to vehicles, damage to freight, traffic tickets, etc.



## A survey with fleet managers surfaced some surprising answers:

"I just have one of my guys ride with the new driver for a while and that is pretty much all we do in regards to driver safety in our fleet"

"Our process? We hire a driver based on the DMV record and just hope for the best. We have no way to receive or provide any feedback."

"We can't afford any of the costly services and on top, they all require a long term contract."

"To get feedback on how our drivers doing out there, we use a 1800-how-is-my-driving? service. We receive sporadic "he is bad" calls. But no specific feedback. It is hard to use this feedback."

## BetterWays – Safer Drivers make Better Fleets

A better way for fleets to increase safety, efficiency and profitability. Betterways is a fully automated, smartphone based fleet telematics service that provides fair and transparent driver analytics by quantifying aggressive and distracted driving.

Research has shown that bad driving habits are the number one factor to increase fuel & maintenance cost, higher accident rates, costly vehicle downtimes, and unwanted freight damages - directly impacting your bottom line.

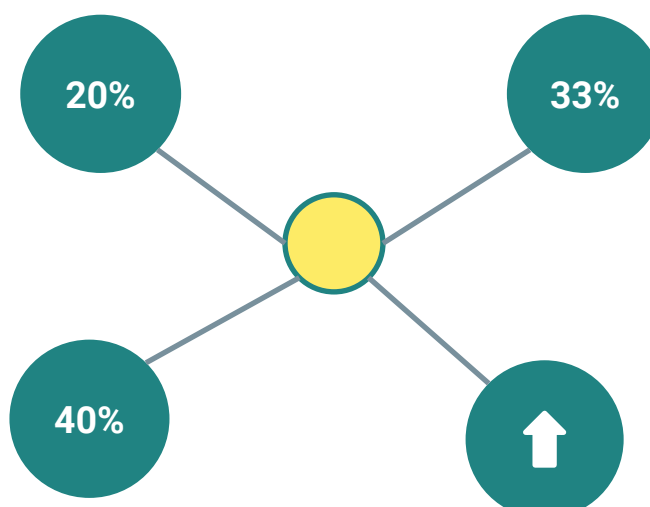


Every year, an estimated 20% of all fleet vehicles are involved in accidents

\*according to the National Association of Fleet Administrators (NAFA)

40% Reduction of Risky Drivers through Awareness

Fleet managers have reported to reduce the number of high risk drivers by 40% after creating awareness to the topic.



Smart driving such as gentle acceleration and braking can improve fuel economy by up to 33%

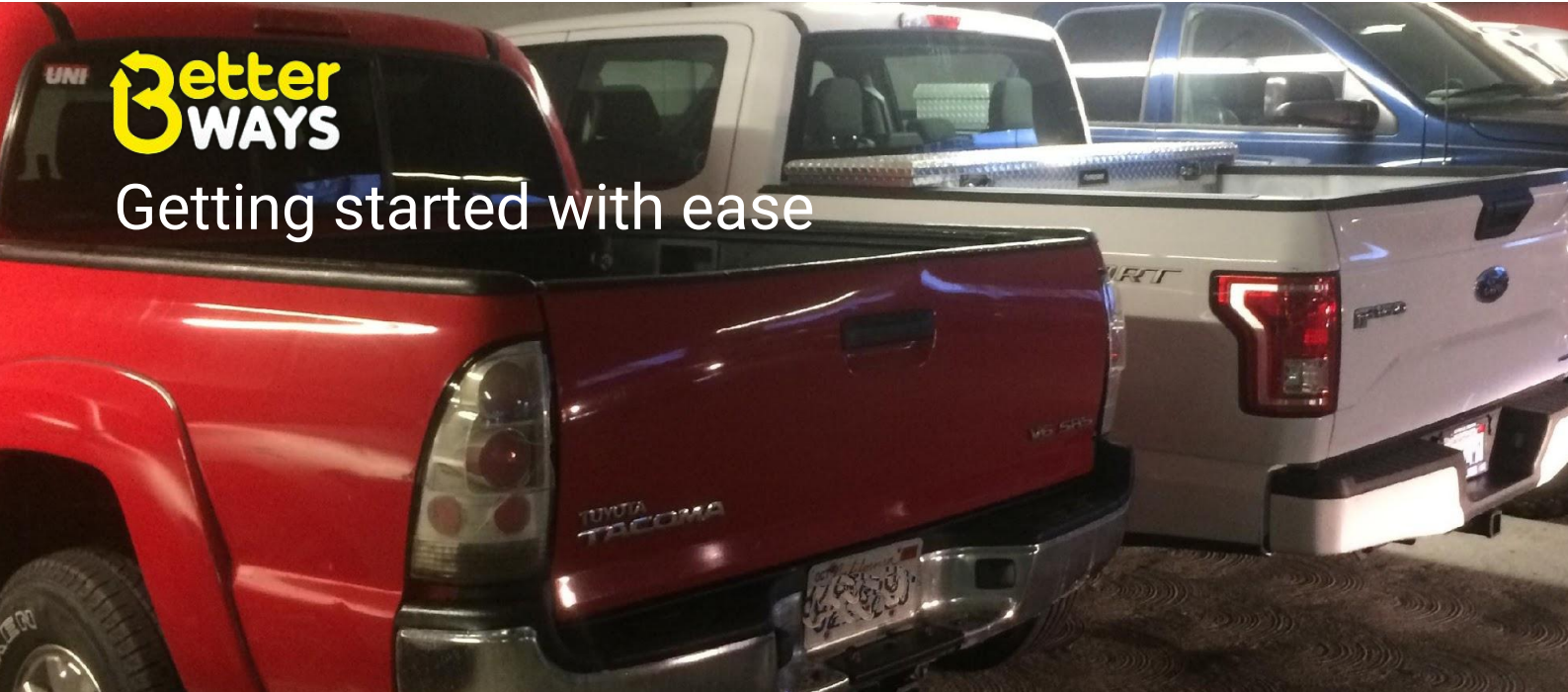
\*according to the US Environmental Protection Agency (EPA)

Continuously improving the score of your fleet.

Fleet operators have reported that drivers improved their driving behavior month over month when using the Betterways service.



Getting started with ease



Implementing a fleet safety program often required upfront investment, substantial time and commitment. This makes it not only costly but also difficult to get the support of management.

**Try Betterways! It's free to get started.  
Hassle free. No contracts.**

### 3 STEPS TO SAFETY

*A better way into the future*



#### 1. SIGN-UP YOUR FLEET ONLINE

NO CREDIT CARD REQUIRED

Create a fleet account and invite your drivers in the "invite drivers" section.

Drivers will be invited to download the app via email or text message.



#### 2. DRIVERS GET THE APP

NO ADDITIONAL HARDWARE

Create a username, choose a vehicle class and set a work schedule on the app - it just takes a few minutes.

Drivers will be automatically added to your fleet account when they accept your invite. They download the app. Done.



#### 3. GET REPORTS

AUTOMATICALLY RECEIVE FLEET SCORES

View your scores, understand risks in your fleet, give individualized feedback. Focus coaching as needed.

Fleet managers have reported that just 15 minutes\* looking over the fleet-scores and giving individualized feedback - their fleet has improved significantly which lowers risk.

*\*Time varies on fleet size*

Guide your company to the next level of safety. Create a Betterways account for your fleet today!  
[www.BetterwaysApp.com](http://www.BetterwaysApp.com)

# Get Betterways and let our telematics solution remove the dark clouds over your fleet.

Accidents  
Regulations  
Maintenance cost  
Vehicle down-time

Risky drivers in fleets  
Safety training - who should get it?  
Rising freight coverage cost  
Rising liability coverage cost

## Reduce your fleet's exposure to risk.

Fleet operators uncover risky driving behavior and monitor fleet safety trends with Betterways - A service that will have a long lasting impact on your fleet.

- **Risk Exposure:**

Identify risky behaviors within a fleet Lower the likelihood of an accident

- **Improve Operational Efficiency:**

Lower maintenance cost by improving driving behavior.

Improve driving behavior to avoid costly repairs

Prevent administrative hassles due to incidents

Lower vehicle downtime

- **Improve your image:**

Better drivers represent your brand better.

Better drivers cause less complaints.