



DRIVER SAFETY PROGRAM

PROVEN TO HELP IMPROVE DRIVING HABITS

Your fleet performs best with safe, skilled drivers. That's why Lytx offers our Driver Safety Program. This industry-leading, video-based coaching approach gives you our most powerful way to reduce unsafe driving and improve fleet performance. So you can help drivers recognize risky habits and change their behavior—before a collision occurs.

- ✓ Award-winning MV+AI technology helps expose additional driving risk
- ✓ Lytx analysts reliably identify over 60 risky driving behaviors
- ✓ Efficient coaching workflow and prioritized tasks help ensure team productivity



LYTX DRIVECAM® EVENT RECORDERS

Dashcams just capture video. DriveCam Event Recorders capture real risk.

Lytx Event Recorders are equipped with advanced sensors that collect and process data-driven video to analyze what's happening on the road and inside the vehicle. Engineered with award-winning MV+AI, these state-of-the-art devices are the first step in advanced risk detection, surfacing more risk than traditional telematics alone.

ALIGNED WITH YOUR VALUES, COMMITTED TO YOUR SUCCESS

A trusted provider that will be with you every step of the way.

- Program support to help ensure your program succeeds
- ROI analysis to optimize your video telematics investment
- Near-100 percent renewal rate



READY TO LEARN MORE?

Contact your Lytx representative at 866.363.3793 or geotab@lytx.com.

**Video access requires cellular connectivity*

POWERED BY AWARD-WINNING MACHINE VISION AND ARTIFICIAL INTELLIGENCE

With MV+AI on board, we're constantly monitoring your fleet and the road ahead for risk. Our patented technology focuses on delivering the right coachable moments so your program stays manageable and efficient.

A SYSTEM THAT DRIVES THE RIGHT RESULTS

Our trusted formula reveals unsafe driving when it matters most, so you can create lasting behavior improvement for your fleet.

- Lytx experts thoroughly and objectively analyze driving behaviors based on criteria that is proven to help reduce driving risk
- Prioritized coaching tasks and video-coaching best practices help ensure productivity, coaching effectiveness, and program success
- Includes features of the Lytx Video Platform and Risk Detection Service

INDUSTRY-LEADING COACHING WORKFLOW

It's a fact: Coaching driving habits helps improve fleet safety. With our prescriptive workflow, you'll be making a positive impact every time you coach.

- Backed by best practices that can lead to behavior change
- Lytx analysts identify over 60 risky driving behaviors
- Simple coaching workflow helps keep your team focused and productive

VALUABLE INSIGHTS TO TRACK PROGRESS

Understand where your fleet stands and where improvements can be made with detailed reports to help you get the best from your drivers and coaches.

- Coaching effectiveness scores
- Industry benchmarks to compare your fleet with others
- Performance dashboards to show where to focus your efforts

HOW DOES THIS SOLUTION HELP ME?



IMPROVE DRIVING SAFETY AND REDUCE RISK

Coach your drivers to increase awareness, helps prevent collisions and make the road safer for everyone.



MAXIMIZE PERFORMANCE AND KEEP COSTS LOW

Save on damages, premiums, and claims, as well as maintenance, repairs, and vehicle downtime—all thanks to drivers who take pride in safe driving.



INCREASE FLEET UPTIME

Improving safe driving behavior keeps your fleet working. Maximum uptime happens when drivers are safe and protected, which can reduce downtime spent on vehicle maintenance and repairs.

COACH YOUR FLEET TO SAFETY WITH PROVEN TOOLS TO CHANGE DRIVER BEHAVIOR