



# 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