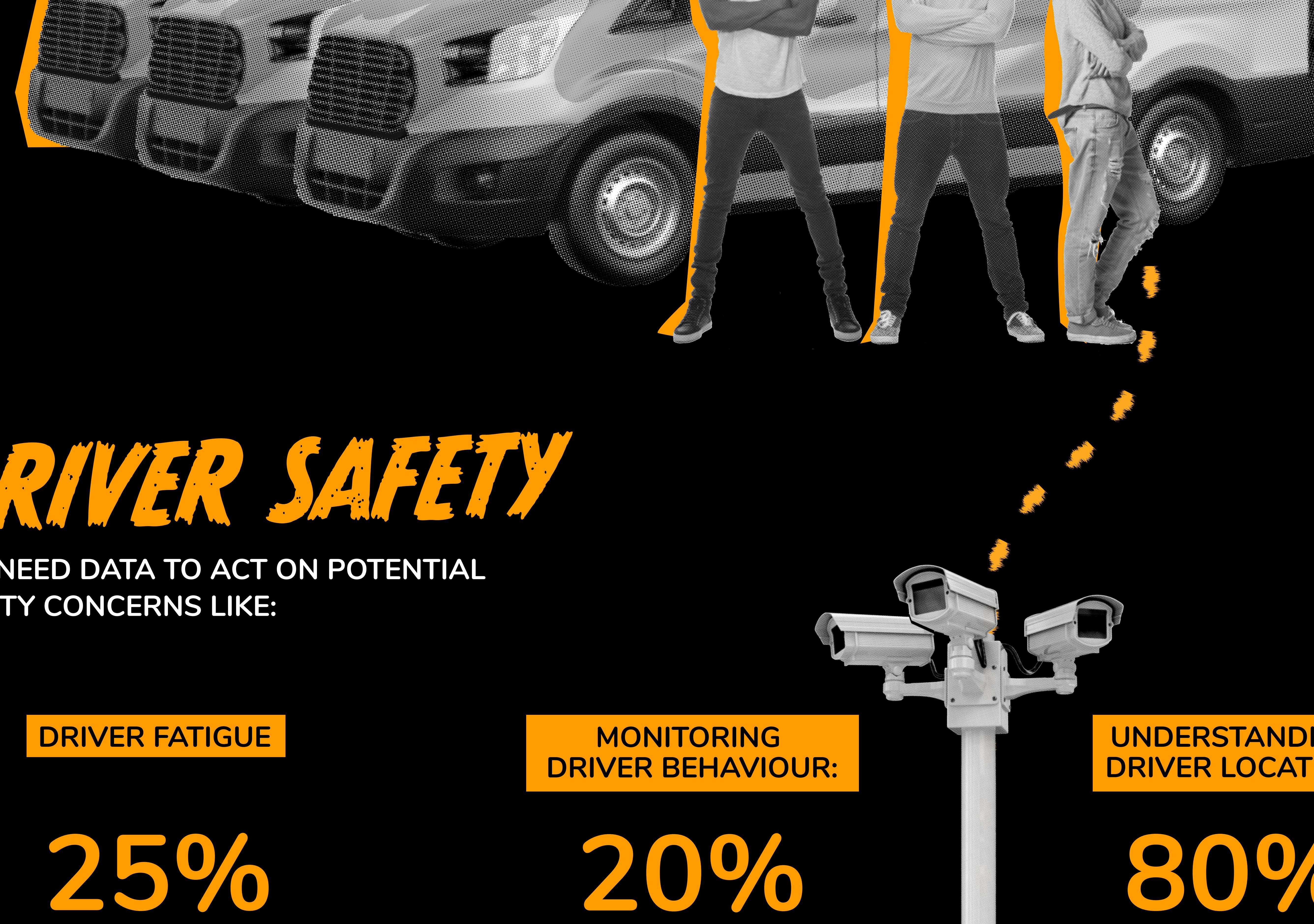


# PLAYING IT SAFE

 **MasterNaut**  
A MICHELIN GROUP COMPANY

## LOOKING AFTER YOUR FLEET AND DRIVERS

When we speak about safety we normally think about ourselves but as an organisation it is important that we consider wider aspects...



## DRIVER SAFETY

YOU NEED DATA TO ACT ON POTENTIAL SAFETY CONCERN'S LIKE:

### DRIVER FATIGUE

**25%**

of UK fatal & serious collisions involve fatigue as a contributing factor

### MONITORING DRIVER BEHAVIOUR:

**20%**

reduction in collisions following the introduction of vehicle monitoring systems

### UNDERSTANDING DRIVER LOCATION:

**80%**

of fleets use vehicle data to track vehicle locations



## PUBLIC SAFETY

VEHICLE TECHNOLOGY & PLANNING WOULD REDUCE RISK BY IDENTIFYING SAFETY HOT SPOTS TO AVOID THEM AT DANGEROUS TIMES WITH:

### FOWARD PLANNING

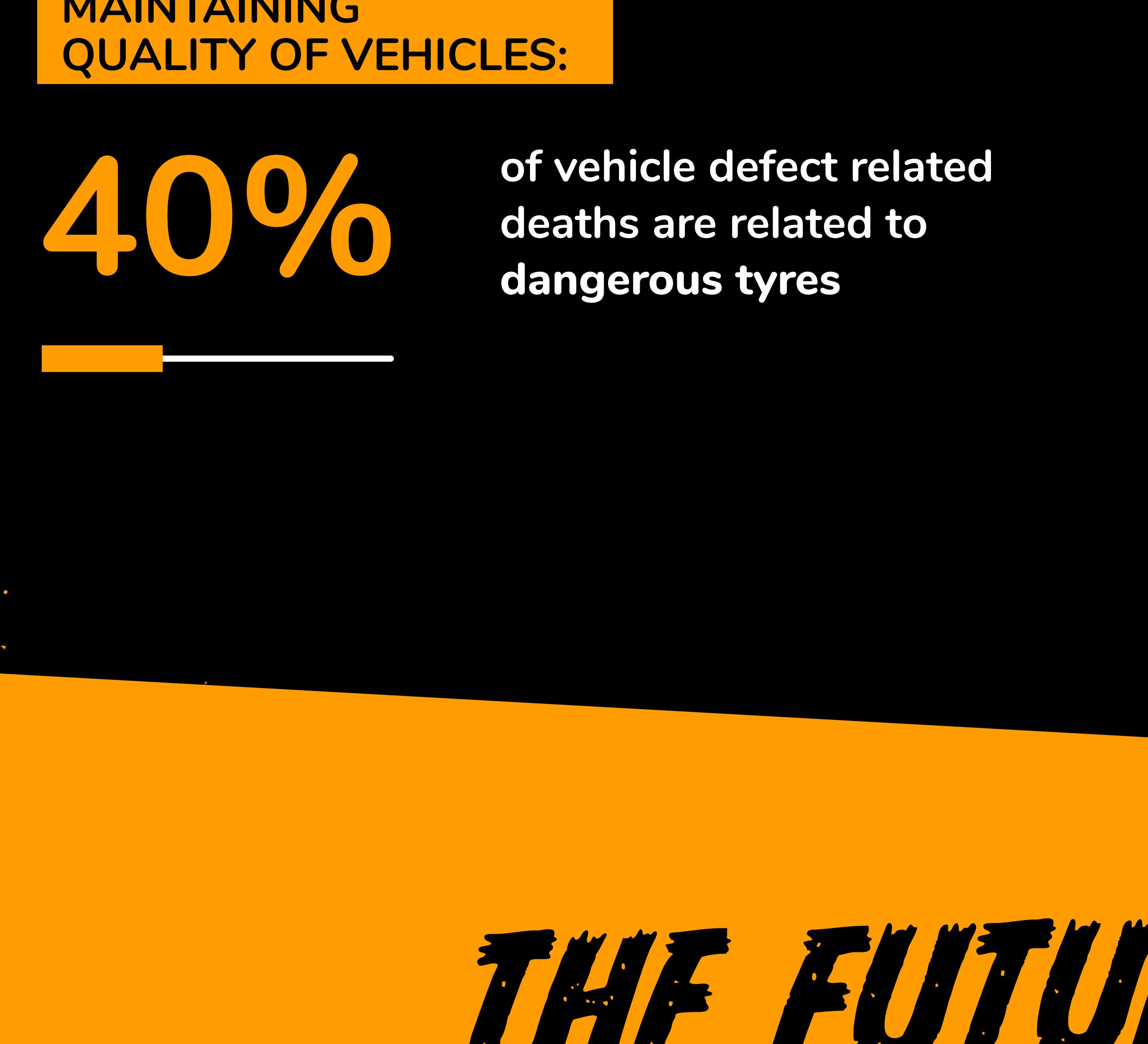
**49%**

of drivers agreed adjusting a sat nav system while driving was very distracting

### VEHICLE ENHANCEMENTS

**30%**

reduction in fleet incident rate when deploying dashcams



MAINTAINED VEHICLES ARE SAFER VEHICLES. REDUCE THE TIME DRIVERS & GOODS ARE EXPOSED TO TRANSPORT RISK BY:

### MANAGING & OPTIMISING DELIVERIES:

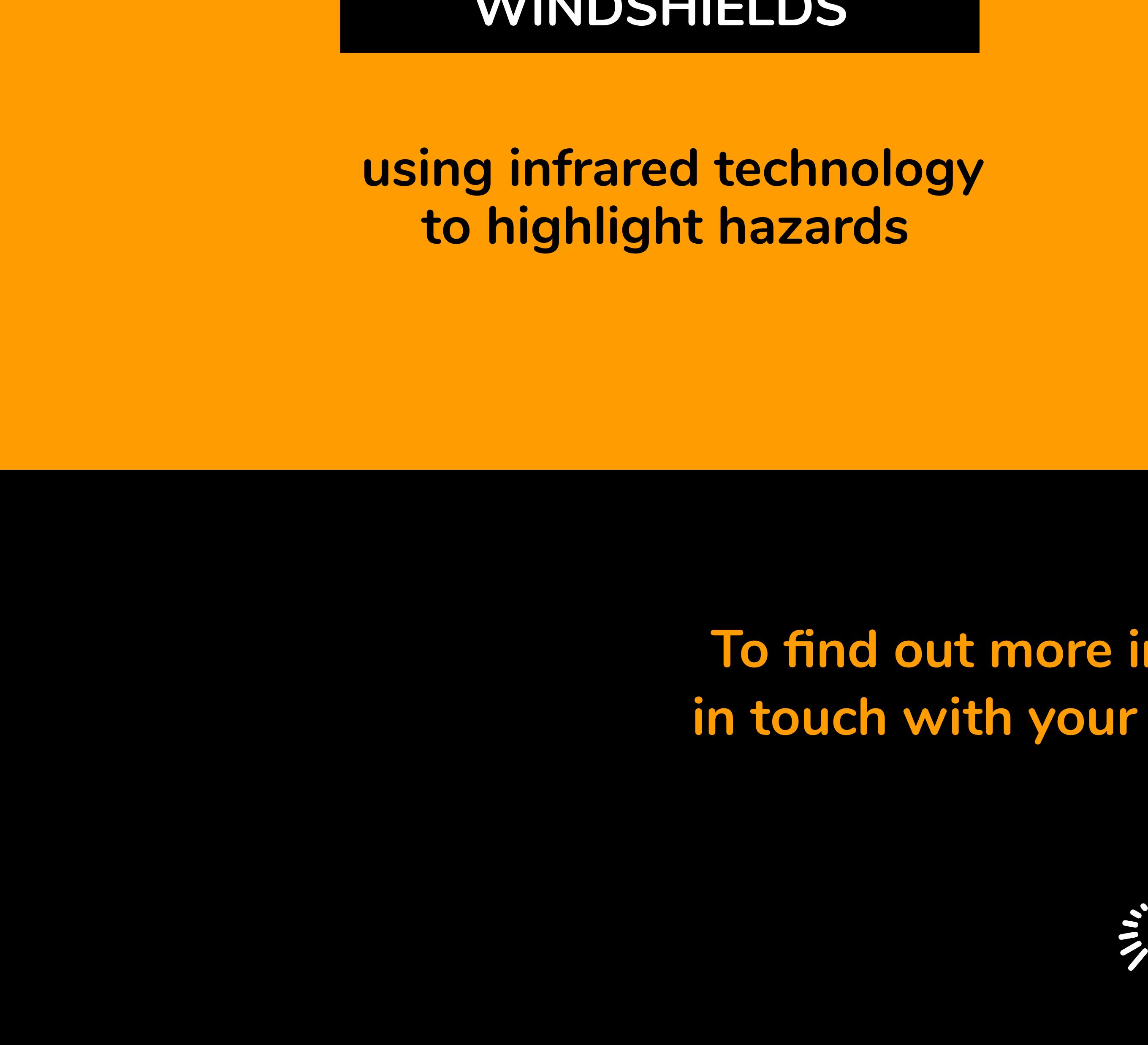
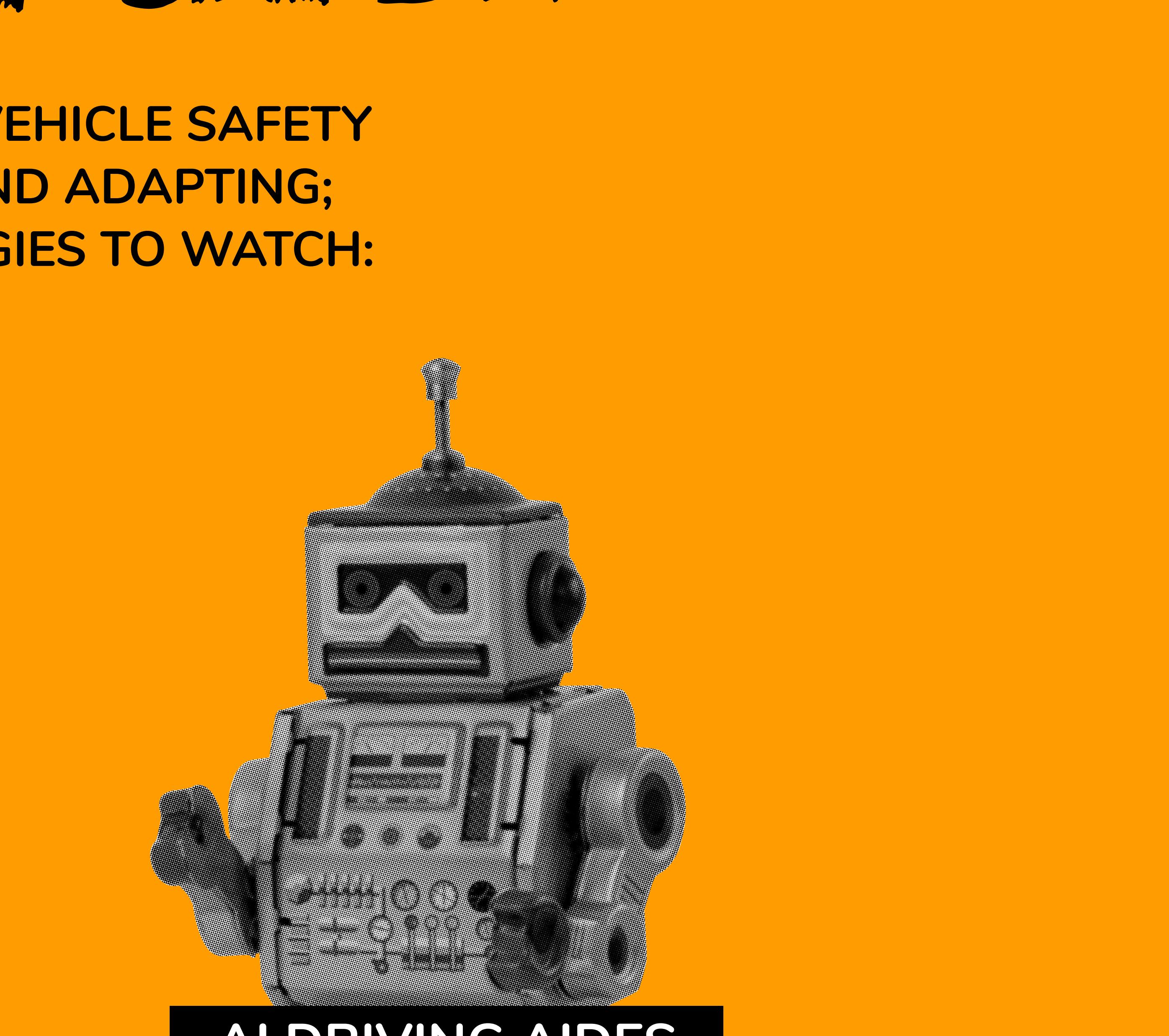
**30%**

decrease in actual travel time with trip history tracking and optimised routes

### MAINTAINING QUALITY OF VEHICLES:

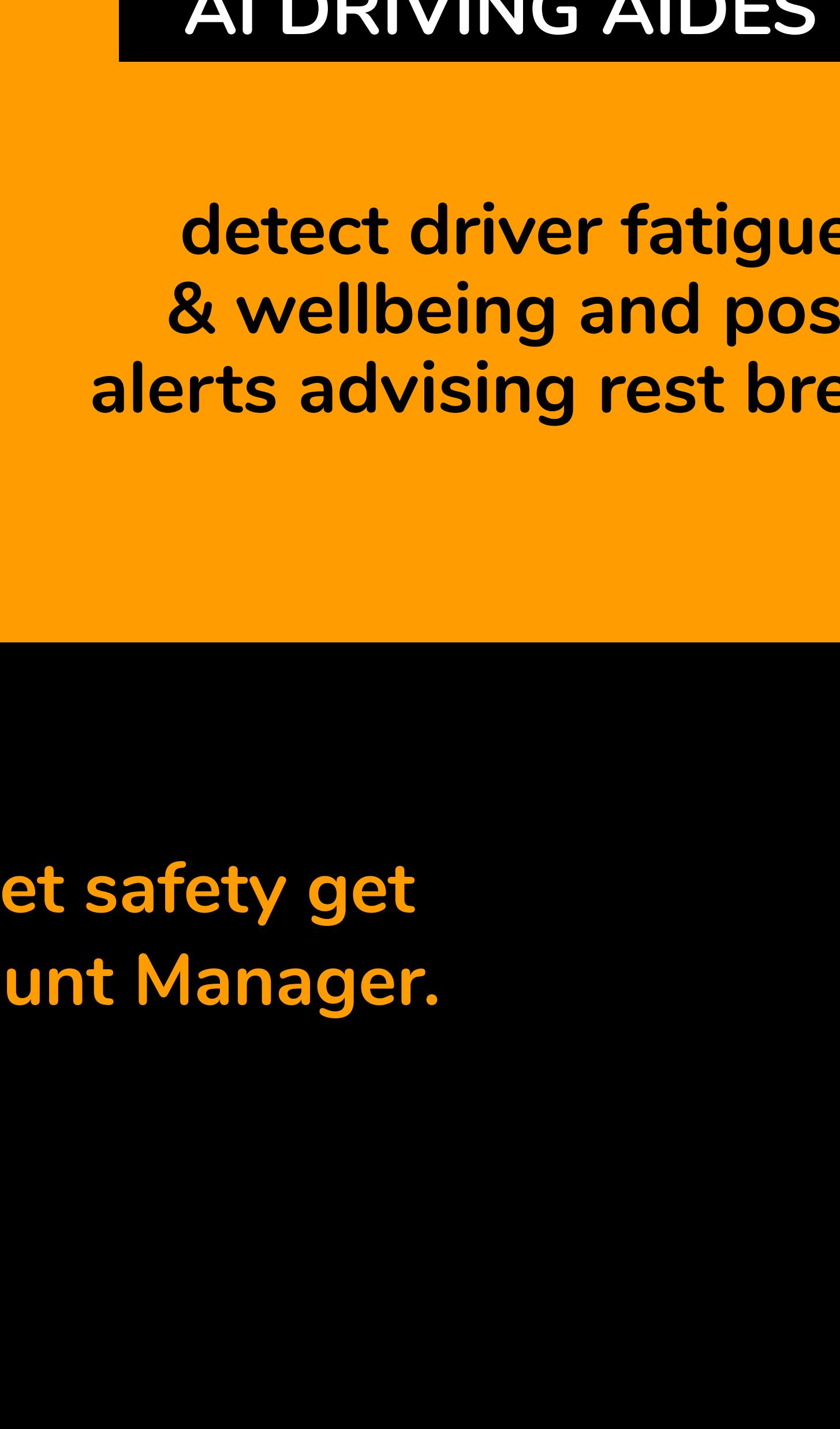
**40%**

of vehicle defect related deaths are related to dangerous tyres



### AUGMENTED REALITY WINDSHIELDS

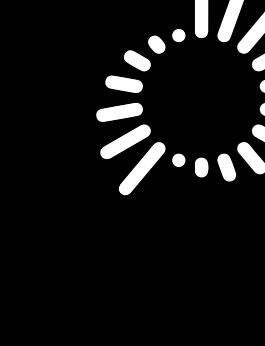
using infrared technology to highlight hazards



### AI DRIVING AIDES

detect driver fatigue & wellbeing and post alerts advising rest breaks

To find out more information on fleet safety get in touch with your MasterNaut Account Manager.

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