



● ● **Ampco Switches to SmartDrive®**
 ● ● **Reduced Accidents with Less Effort**

“SmartDrive absolutely contributed to reducing the frequency and severity of collisions.”
Tom Merlino,
Director of Safety



Executive Summary

Ampco has long utilized video-based driver safety systems to reduce accident frequency and improve driver safety. They turned to SmartDrive from a self-managed system to simplify the day-to-day management of the program. Ampco continues to see impressive results:

- Reductions in risky behaviors such as cell phone usage, no seat belt, and speeding
- Driver exoneration in not-at-fault accidents
- Safety bonuses and other rewards encourage driver acceptance

Situation

Ampco offers parking lot and shuttle services in over 29 states nationwide, including facilities supporting major airports such as Denver, Detroit, Honolulu, Los Angeles and San Diego. Ampco is a division of ABM, one of the largest facility services contractors in the U.S., operating over 3,500 vehicles. The company invested in first generation video-based driver safety technology in 2001 and saw an immediate reduction in avoidable accidents.

“We are a big believer in the technology,” said Tom Merlino, Director of Safety, Ampco. But despite significant benefits from the technology, Ampco found the self-managed system too time consuming to manage and too difficult to scale.

Solution

In 2007, Ampco switched to the SmartDrive Measured Safety Program™. “We got to a point where we needed to manage all of our locations through the corporate office to stay on top of things,” said Merlino. “SmartDrive is a fully managed service that eliminated a lot of man hours required to run the program, letting us focus on what was important. All our people had to do was follow up.”

Ampco has a very comprehensive driver training program, and leverages SmartDrive to strengthen compliance with its safety policies and track how well their drivers are responding

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to specific training. “Our company has strict policies against aggressive driving, including speeding, and we’ve found that our drivers have slowed down. To us, controlling speeding is the most important benefit of SmartDrive.”

“We also practice a zero tolerance policy for driving without seatbelts and while using cell phones. The SmartDrive performance reports and video allowed us to quickly identify incidents, coach drivers, and track individuals after training. We also use a series of video clips for general driver training. When drivers see their peers making critical mistakes they learn pretty quickly. A picture is worth a thousand words.”

Ampco encourages safe driving throughout their fleet through the “Keeping the Camera Green” program where drivers are rewarded for avoiding triggering the camera. By providing a method of measuring safety trends, Ampco can tie rewards to individual driver safety performance. Names of safe drivers are placed into the pool for a month-end prize drawing. In addition, Ampco provides year-end safety bonuses to those who have the strongest safety records.

Perhaps most importantly, SmartDrive has been instrumental in establishing causality of accidents and exonerating their drivers when not at fault. “SmartDrive helps us support our drivers by avoiding the he-said/she-said scenarios that typically occur after an accident.”

Results

SmartDrive has driven significant reductions in speed-related events & measured impacts to other unsafe driver behaviors. In addition, SmartDrive has increased the effectiveness of other Ampco driver training initiatives by tying their reward system to driver performance as measured by SmartDrive.

SmartDrive has provided numerous incidents of driver exoneration in accidents. During one three-week period, Ampco drivers were exonerated in three different collisions where SmartDrive was able to clearly show that the accident was caused by the other driver.

“SmartDrive is a no brainer. All it only takes one significant collision where your driver is exonerated to pay for the entire cost of the program; in some cases not just for the current year, but several years out.”



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