

SmartDrive Safety™

Innovation in driver safety reduces collisions and brings drivers home safely

Proven to reduce collision frequency by up to 50%



Fleets and drivers have a tough job on the road. Balancing strict government safety requirements and collision avoidance is not only challenging but can drain financial resources and increase operating costs.

SmartDrive Safety™ is a safe driving performance programme that enables fleet operators to reduce the frequency, severity, and financial impact of collisions. With the combination of video, driving intelligence and personalised performance profiles, SmartDrive Safety provides fleet operators a comprehensive view of risky driving behaviour, giving them the right tools to decrease preventable collisions and exonerate not-at-fault drivers – all through an easy-to-use managed service.

About SmartDrive

SmartDrive gives fleets and drivers unprecedented driving insight and analysis, helping save fuel, expenses and lives.

Its video analysis, predictive analytics and personalised performance programme help fleets improve driving skills, lower operating costs and deliver significant ROI.

The company has compiled the world's largest storehouse of more than 62 million analysed risky-driving events. SmartDrive Systems is based in San Diego, CA, and employs over 400 people worldwide.

When collisions do occur, SmartDrive gives fleet operators and drivers a true understanding of what really happens on the road, which helps determine causality, exonerates not-at-fault drivers, reduces liability and minimises fraud. This information helps professional drivers receive constructive feedback to help them operate their vehicles as safely and efficiently as possible.

Prevention is real and proven.

Research has shown that for every 300 unsafe acts on the road, there will be 29 minor collisions and one major collision. The key to eliminating major collisions is tackling the unsafe behaviours.

Reduces collision frequency by up to 50%

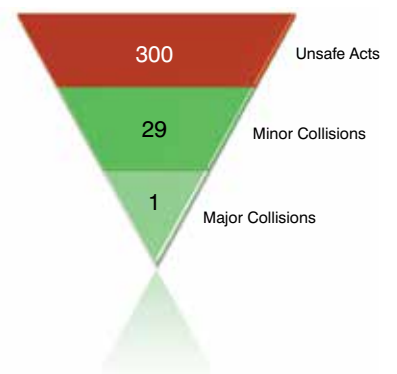
- Decreases liability and physical damage
- Improves claims accuracy and speeds resolution

Protects drivers

- Improves driver safety and security
- Exonerates not-at-fault drivers

Decreases operational cost

- Reduces maintenance expense
- Conserves fuel through safer, eco driving



SmartDrive gives you complete insight into what happens on the road.

As a fully-managed service, SmartDrive gives fleets a comprehensive performance programme, arming them with actionable driving intelligence and easy-to-use tools necessary to respond to driver safety concerns in minutes.

SmartDrive Safety works through a four-stage continuous improvement process. This unique approach uses sophisticated driving data collection and predictive analytics to show fleet managers the best opportunity to train and reward drivers.



We Record
SmartDrive SmartRecorder™

We Review & Recommend
SmartDrive Expert Review™

You Respond
SmartDrive Response Center™

and Reinforce

The SmartRecorder™ System is an innovative event recording system, capturing comprehensive vehicle data from risky driving behaviours. The SmartRecorder is triggered by a three-axis accelerometer that measures sudden movements such as swerving and hard braking, and by a speed sensor that determines when a driver exceeds a safe speed. Recorded data includes video before and after the triggered event, plus audio, location, speed, acceleration, and engine data through the Engine Control Unit.

The SmartDrive Expert Review is a 70+ point quality safety review conducted by our highly trained staff of SmartDrive safety analysts. The analysis combines objective observations such as seat belt use, mobile phone use and obeying traffic laws, with common defensive driving strategies like keeping a safe following distance and scanning the driving environment. Individual events are scored based on specific observations and categorised by severity, making it easy for fleet operators and supervisors to prioritise their actions.

The SmartDrive Response Center SmartDrive makes it easy for fleet operators to respond with instant, online access to video clips, interactive reports and easy coaching tools. The SmartDrive Response Center is a fleet operator's destination for what is really happening on the road. Pinpointing problem areas and behaviours is easy with powerful filters and integrated maps. Fleets can easily retrieve individual driver history and video events, resulting in objective and prescriptive coaching sessions.

Successful SmartDrive customers engage in continuous improvement, leveraging the easy-to-use tools and interactive reports in the SmartDrive Response Center to benchmark results over time. This makes it easy for fleets to reinforce excellent driving behaviours and minimise the risks of collisions or other unwanted vehicle incidents. SmartDrive helps improve relationships between drivers and their supervisors through reviewing driving with video, like "game films" in sports, for accurate, confident coaching and faster learning.

SmartRecorder 3 System

The most advanced vehicle event recorder

Two-way video: 120° forward and 160° cab views

GPS locating, speed from both GPS and engine

Multiple accelerometers

ECU connection: SmartDrive supports industry standard light- and heavy- duty J1939, J1708 and OBD II interface protocols. Vehicle data includes speed, RPM, brake status, throttle position, and more.

Instant Driver Feedback

LED lights alert drivers in real-time for better safety and fuel efficiency. Drivers continuously self-improve on the road.



Finally, a definitive picture of what actually happens.

SmartDrive is more effective than other driver safety programmes at delivering sustained savings. Our focus is on providing easy-to-use driving intelligence, enabling quick assessment of what is really happening on the road to improve driving performance.



Capture video and much more

- Comprehensive forward and cab-facing video, before and after incident
- Accurate speed, location and vehicle telematics
- Advanced in-vehicle hardware and online customer portal



Get an accurate view of incident causality

- Reduces fraud and exonerates drivers when not at fault
- Objective and prescriptive information to hone driver performance



Feel confident with SmartDrive Expert Review

- We record and review your events, then deliver the results to the SmartDrive Response Center
- Events are scored and assigned a severity to quickly reveal your safety risks and the drivers who need assistance



See coaching opportunities quickly

- Email alerts notify supervisors as critical behaviours are identified
- Simple, interactive dashboard and reports
- Advanced event filters and integrated maps to quickly pinpoint events
- Effective three-step coaching process

SmartDrive Safety Components:

SmartRecorder 3 System

- Exterior and cab-facing video, plus audio recording
- 280 degree field of view
- Accurate speed from engine computer
- Location with integrated GPS
- Dual accelerometers (three-axis manoeuvre detector and 96G crash sensor)
- Integrated night-time illumination
- Integrated rechargeable backup battery (optional)

SmartDrive Expert Review

- 70+ point safety review
- Events are reviewed, scored and prioritised

SmartDrive Response Center

- Customer website for event review, coaching and management
- Powerful event filters and integrated maps
- Integrated SmartDrive Event Player for quick, easy viewing



SmartDrive Systems, Limited
 Ground Floor, Suite F
 Breakspear Park
 Breakspear Way
 Hemel Hempstead
 Hertfordshire, HP2 4TZ
 United Kingdom
 +44 (0)808 189 1229
 info@smartdrive.net
 www.smartdrive.net

Copyright © 2013 SmartDrive Systems, Inc.
 All rights reserved. SmartDrive, the SmartDrive Logo and SmartRecorder are registered trademarks or trademarks of SmartDrive Systems. All other brands and product names are trademarks or registered trademarks of their respective owners.