

DriveCam Insights No. 24

How Risky is Aggressive Driving?

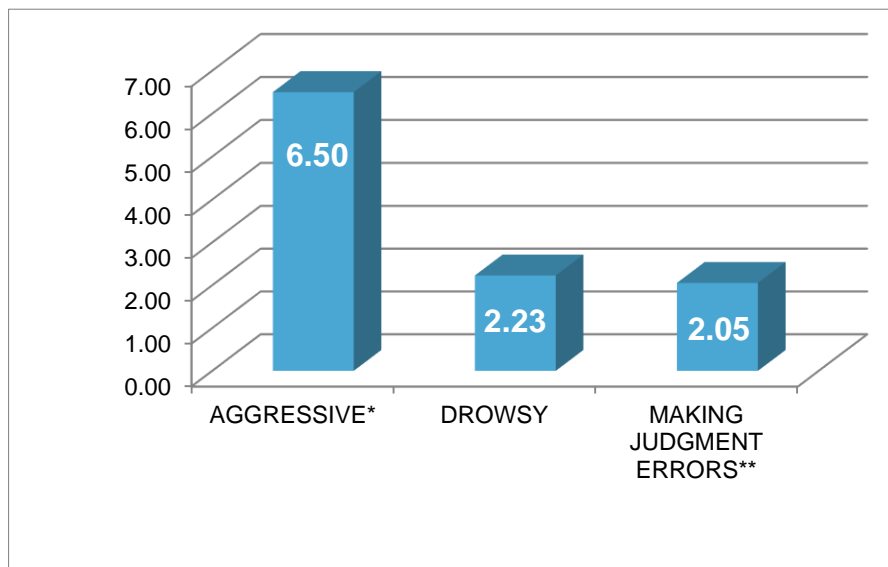
DriveCam is pleased to continue its *Driving Insights Series* with a look at driving conduct and behavior among truck drivers. The key finding of the study shows that drivers who are aggressive on the road are nearly 3 times more likely to be in one or more collisions than those who drive while drowsy.

This newsletter focuses on the analysis of over 9,000 active drivers within the trucking industry between July 2009 and December 2010.

Key Insights

When compared to drivers who have not had a collision, drivers involved in one or more collisions are:

- 6.50 times more likely to exhibit aggressive driving
- 2.23 times more likely to be drowsy
- 2.05 times more likely to demonstrate judgment error



*Aggressive driving behaviors include, but are not limited to, speeding, tailgating, unsafe passing and excessive acceleration.

**Judgment error is a poor or foolish driving decision that causes significant wear and tear on the vehicle or exposes the driver to substantial increased risk.

Fact Sheet

Background

DriveCam's video event recorder provides the unique ability to identify when a collision has occurred. DriveCam does not review collision events for legal reasons; however, video review of a driver's prior non-collision risky behaviors allows DriveCam to better understand those behaviors that act as leading indicators of collisions. Identifying these behaviors provides safety managers a focused direction in coaching and training.

Methodology

The difference between collision and non-collision drivers' conduct and condition was evaluated for this study in order to identify those with a statistically significant difference. Once they were identified, the probability of a collision was calculated given the number of times the distraction was observed.

About DriveCam Insights

DriveCam's *Driving Insights* is designed to provide insight for executives and managers throughout a variety of transportation industries. It is derived from DriveCam's extensive database of driving events from over 3 billion driving miles – the largest in the world. *Driving Insights* is released on a regular basis.



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At Lytx (formerly DriveCam, Inc.), we harness the power of data to change human behavior and help good companies become even better. Our flagship product, DriveCam powered by Lytx, sets the standard for driver safety in the industries we serve, and our RAIR Compliance Services helps DOT-regulated fleets comply with safety regulations, complementing the DriveCam Program. We protect more than 950 commercial and government fleet clients worldwide who drive billions of miles annually. Our clients realize significant ROI by lowering operating and insurance costs, while achieving greater efficiency and compliance. Most of all, we strive to help save lives – on our roads and in our communities, every day. Lytx is privately held and headquartered in San Diego. For more information, visit www.lytx.com.