

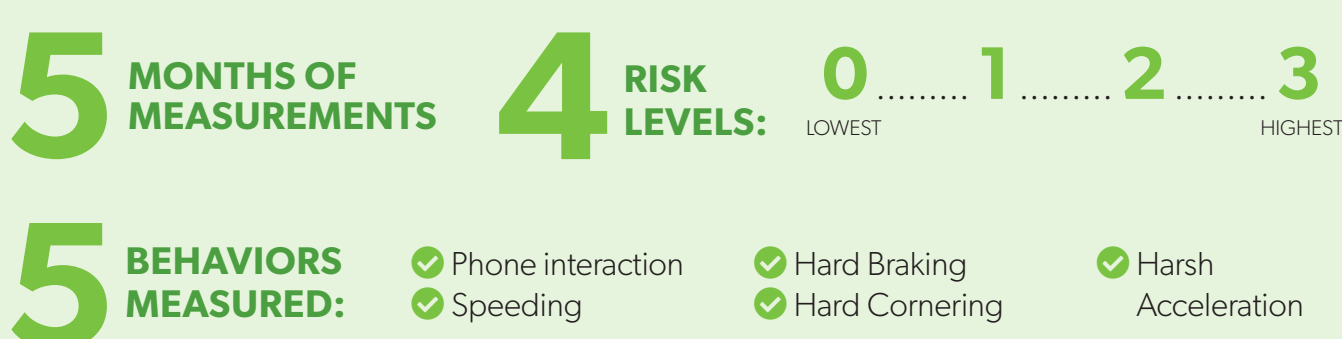


How a Mobile Safety Solution Reduced Accidents by 29% PMM, Increased Policy Compliance, & Improved Driver Behaviors

In 2021, CEI launched DriverCare CoPilot®, a smartphone app that measures drivers on five unsafe driving behaviors that are predictive of crash risk, calculates scores for their driving, and allows them to compare scores with their team and fleet. A safety-focused fleet ran a five-month field test of DriverCare Copilot with ~200 fleet drivers throughout the Northeast and Midwest, covering city, suburban, highway, and rural driving. These drivers are in sales positions with time-sensitive appointments and heavy use of communication for appointment setting and confirmations.

Explore the results of this thorough test of DriverCare Copilot's ability to reduce accident rates, improve safe driving habits, and identify undiscovered risks across your fleet.

METHODOLOGY

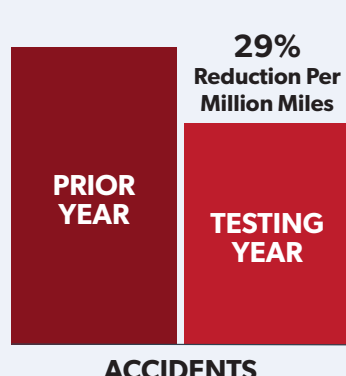


Acceptable score thresholds **set by client** | **6-week** minimum participation

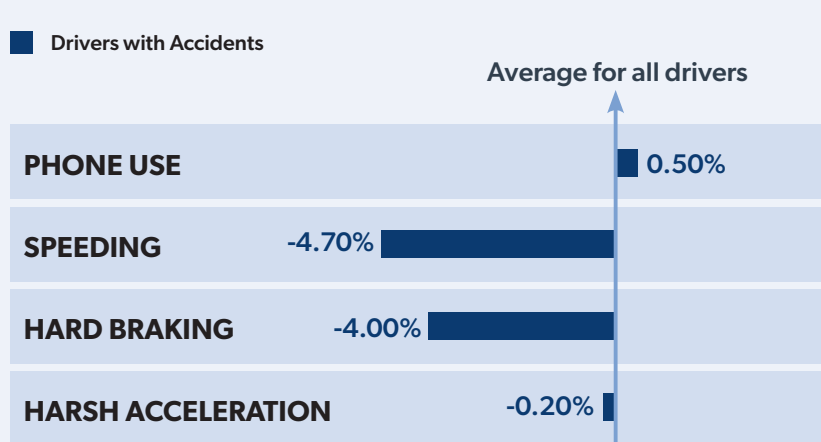
ACCIDENT AVOIDANCE

DriverCare CoPilot delivered a **1242%** ROI through accident avoidance.

PREVENTABLE COLLISIONS WITHIN TESTING GROUPS



DEVIATION FROM AVERAGE BEHAVIOR SCORE

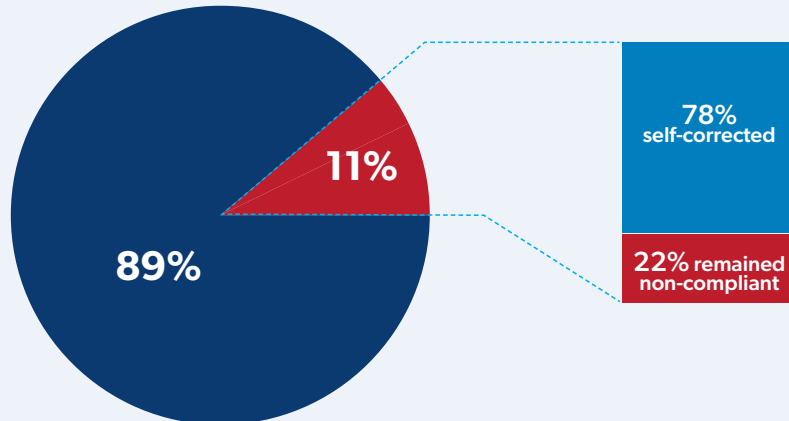


ZERO-TOLERANCE CELL PHONE INTERACTION POLICY

78% self-corrected once aware of their deficiency.

COMPLIANCE WITH PHONE USE SCORE THRESHOLD (BASELINE)

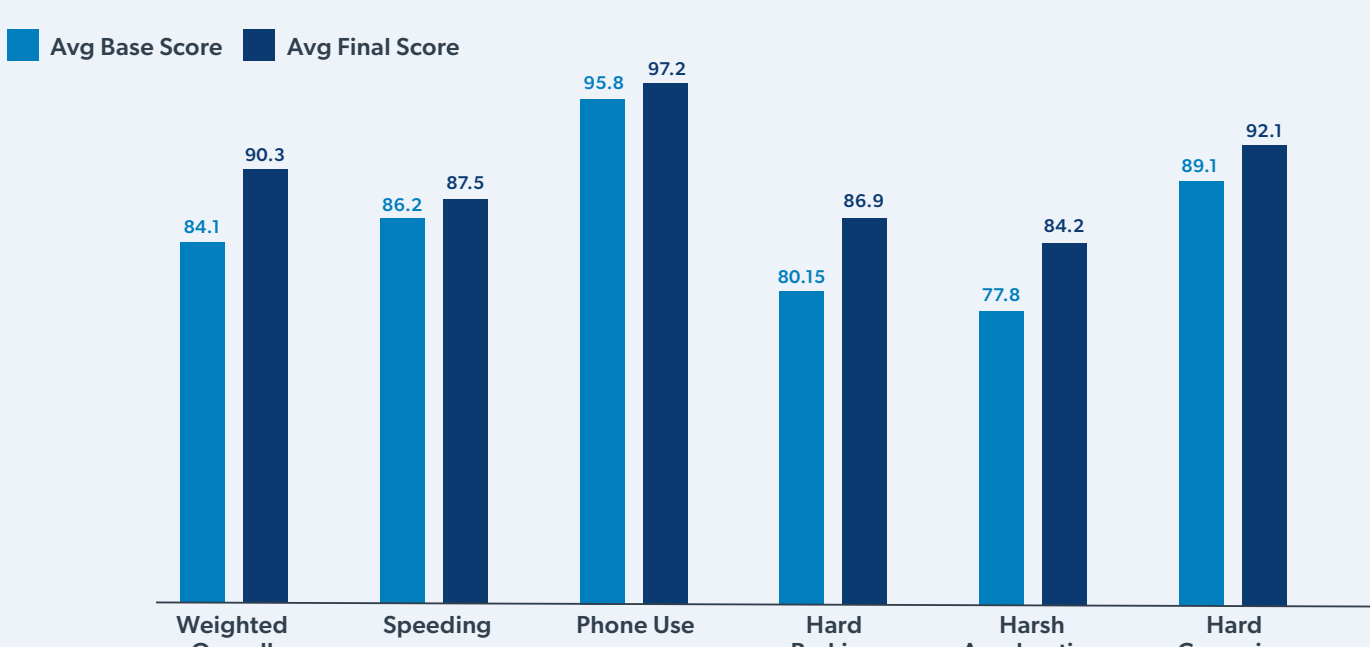
- Compliant
- Non-Compliant
- Self-Corrected



IMPROVING HABITS AMONG RISKIEST DRIVERS

Drivers in the lowest quartile showed significant improvements overall, and improvements for all behaviors across the board.

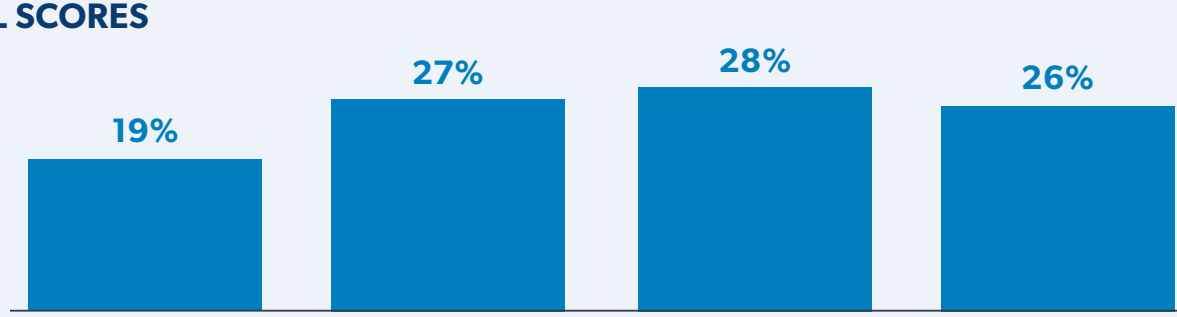
BEFORE & AFTER VIEW OF DRIVERS WITH BASELINE SCORES IN BOTTOM QUARTILE OF TEST GROUP



IDENTIFYING RISKY DRIVERS

At the start of the test, drivers were classified into risk levels 0 (best) to 3 (worst) based on MVR and accident history and ranked by score for actual driving levels behaviors measured by DriverCare CoPilot. Results showed that 46% of lowest risk drivers were in the bottom half of scores for measured behaviors. Additionally, 100% of accidents incurred by the test group involved risk level 0 drivers.

DISTRIBUTION OF RISK LEVEL 0 DRIVERS — OVERALL SCORES



CONCLUSION

The test of DriverCare CoPilot with and without integrated training and coaching proved three main things:

- 1** DriverCare CoPilot **reduces accident rates.**
- 2** DriverCare CoPilot can help the **riskiest drivers to improve** in all behavior areas.
- 3** Telematics help **produce better risk assessments** by identifying risks undiscovered in MVR checks and accident history.

Schedule a demo of DriverCare CoPilot and learn how you can reduce accidents by reducing the unsafe behaviors that cause them.

Learn more at ceinetwork.com/products/drivercare-copilot/