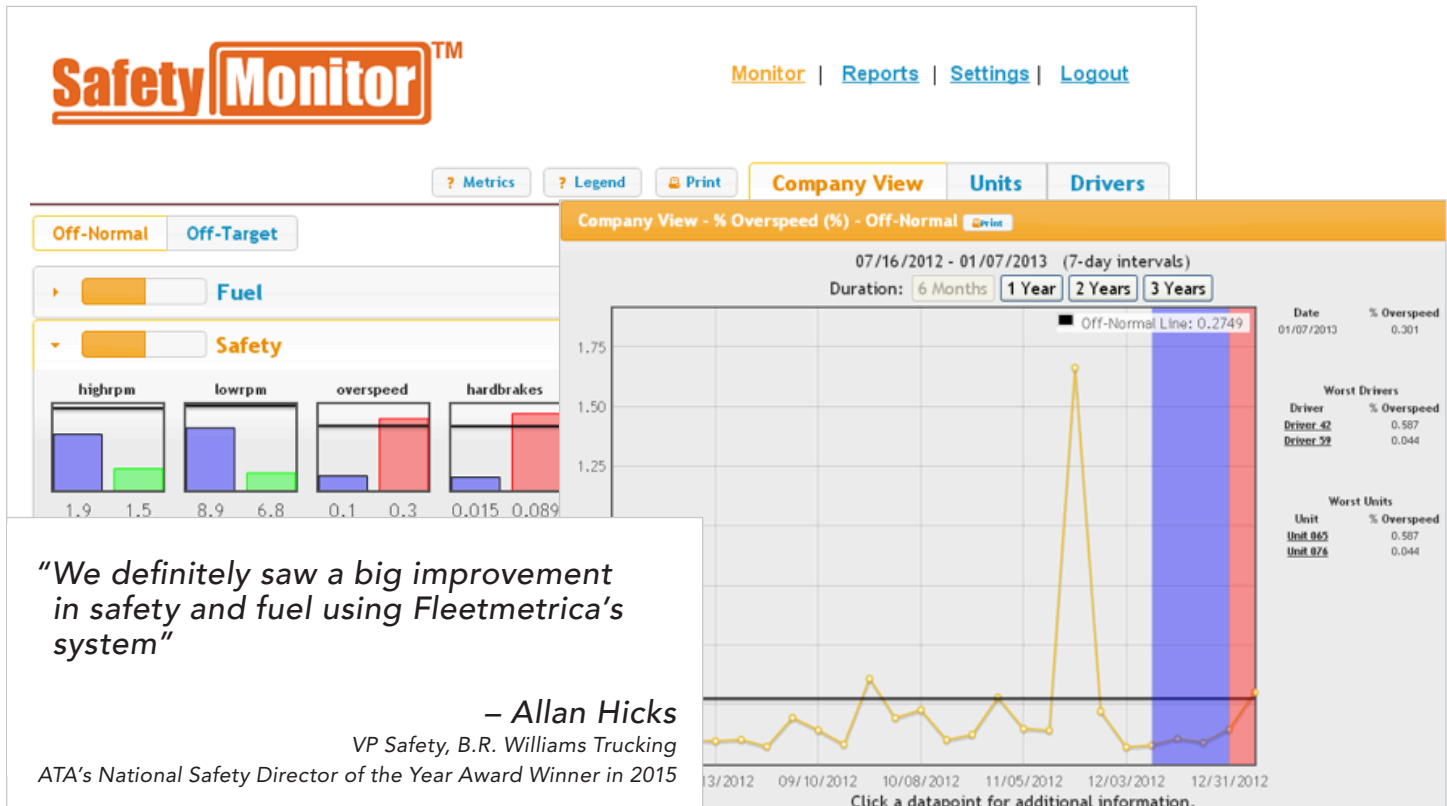


SAFETYMONITOR™ OVERVIEW

New Safety Technology for Fleets



Safety and Fuel Benefits!

SafetyMonitor™ is a web-based tool for monitoring and controlling driver behavior.

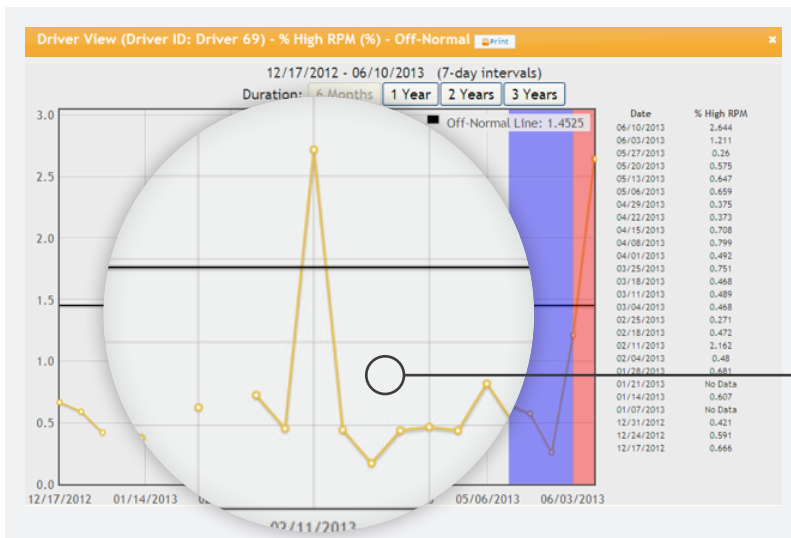
It uses data drawn from your fleets EOBR devices and automatically analyzes and organizes this information for easy follow-up by drivers and managers.

SafetyMonitor™ uses a form of predictive analytics to automatically determine when to take action in the fleet and makes this expert information available to the people in the fleet that need it.

Basically, SafetyMonitor™ turns your EOBRs into safety systems with its analysis going above and beyond the basic reports and graphs typically provided by EOBR device suppliers.

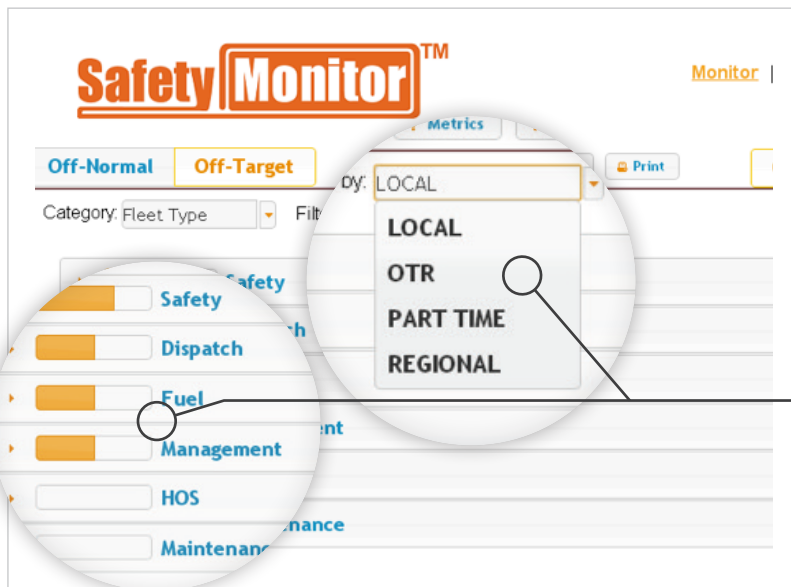
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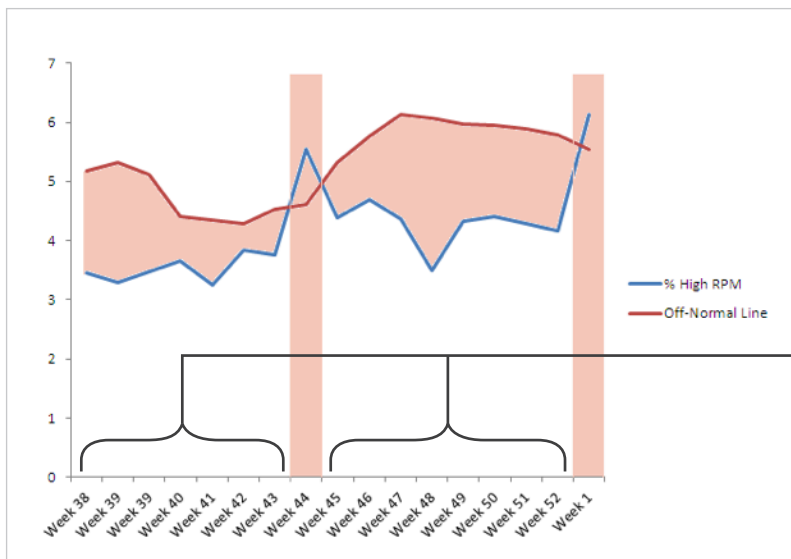
Significantly Improves Safety Performance Through Prevention

Uses predictive analytics to establish thresholds by individual drivers



Intelligent Safety Information in the Hands of the Right People

It pushes accountability for safety to the right area and level in the fleet



Saves Time Analyzing Safety Data

No need to look at drivers during these periods

FAQ'S ON SAFETYMONITOR™

Q: What is SafetyMonitor™ and how does it work?

A: SafetyMonitor™ is a simple and easy tool that provides feedback to drivers and managers on key metrics impacting fleet safety resulting in improved driver behavior and a lower risk of accidents. It involves an automated analysis of various safety-related metrics, using data drawn from your EOBR devices (for fleets that use this technology), and identifies when and where to take action in the fleet.

Q: What is unique about SafetyMonitor™?

A: SafetyMonitor™ goes beyond the basic reports and scorecards offered by EOBR device suppliers, by identifying when and where to take action in the fleet that uses a rigorous algorithm to automatically establish threshold levels by individual drivers and displays this information through a user-friendly web-based interface. This results in more effective control of fleet safety and less staff time spent analyzing EOBR data and graphs.

Q: What value does SafetyMonitor™ offer beyond EOBRs?

A: The main difference SafetyMonitor™ offers beyond EOBRs is an automated analysis of EOBR data through predictive analytics for establishing acceptable threshold levels using their patent-pending technology. Thresholds are based on each driver's individual driving performance and results in significant improvement in key safety metrics. In addition, SafetyMonitor™ makes it easy to take follow-up action by putting expert information in the hands of the right people through a user-friendly web-based interface.

Q: How can the safety area benefit from SafetyMonitor™?

A: SafetyMonitor™ gives the safety area a powerful tool to address fleet safety in a proactive way resulting in a substantial reduction in key safety metrics and lower accidents. Secondly, SafetyMonitor's™ automated analysis of EOBR data saves valuable staff making sense of all this data to monitor and control driver behavior. Also, SafetyMonitor™ makes safety monitoring simple and easy with a user-friendly interface that organizes and prioritizes safety information for follow-up action.

Q: How long does it take to set up and begin using SafetyMonitor™?

A: The setup process itself can take as little as 20 minutes to gain permission to pull data from your EOBR supplier's web-service. Then, after one month of data collection, you can begin using and benefiting from SafetyMonitor's™ automated analysis of EOBR data.

Q: Does SafetyMonitor™ require an additional capital investment?

A: There is no other hardware or technology required to use SafetyMonitor™ other than your existing EOBR devices. SafetyMonitor™ is a web-based application accessible through any web browser including iPhones and iPads.

Q: What ROI should you expect from SafetyMonitor™?

A: Results show savings of between \$2,000 to \$4,000 per truck a year, split more or less evenly by increased fuel efficiency and improved safety performance.

Q: What resources do I need to manage this within my company?

A: SafetyMonitor™ typically reduces staff time of people tasked with analyzing EOBR data by over 80%. For fleets not currently using staff to analyze EOBR data, then the time and involvement by individual managers is minimal since all the analysis and reporting is automated.

Q: What other services does Fleetmetrica offer to support my investment in SafetyMonitor™?

A: In addition to basic safety reports for drivers and managers supplied in SafetyMonitor™, we also offer customized reporting services to support the reporting needs of other areas in your business such as dispatch, maintenance, and management. In addition, we also offer an on-line safety training service, through a 3rd party provider, that compliments your on-line safety monitoring service. Both of these additional services enhance and strengthen your investment in SafetyMonitor™ and your overall safety program.