

## Customer Spotlights

*"We looked around at different products in the space and GreenRoad stood out as the easiest to use, the least distracting and provided the most reliable results."*

– Harry Crabtree, VP of Safety and Recruiting



## Distribution Fleets

Distribution fleets rely on GreenRoad for powerful, measurable impacts on fuel efficiency and safety.

### Achieve Better Government Compliance

Better driving means less exposure to pullovers and inspections. With CSA 2010 and other, tougher, government enforcement taking effect, it's important to be equipped with the best tools to measurably reduce exposure for the driver and the company. GreenRoad proactively minimizes the violations, crashes, and inspections that are playing an increasing role in the success of your company and the careers of your drivers.

### Bring Fuel Costs Under Control

Fuel efficiency is playing an increasing role in distribution fleets' ability to stay profitable and competitive. By reducing inefficient driving behavior like aggressive acceleration and cornering, hard braking, and speeding, as well as excessive idling, distribution fleets consistently save as much as 10 percent on fuel cost with GreenRoad, and those savings begin immediately. As a result, fleets can achieve cost reductions of \$1000-\$4000 per vehicle per year by maximizing fuel efficiency for their existing vehicles, rather than investing large sums in purchasing newer, more fuel efficient lorries.

### Find the Safe Balance

Working hard for your company can often translate into driving hard. The same "get it done" attitude that the best employees bring to work does not always translate to driving conscientiously, efficiently, and safely. GreenRoad's real-time feedback provides a positive, reliable reminder of

safety to drivers that helps fleets achieve the vital balance between working hard and driving responsibly. The results speak for themselves: GreenRoad customers regularly see accident rates reduced by as much as 50 percent.

### Protect your reputation

Since your drivers and trucks are highly visible representatives of your company in the community, crashes take a heavy toll on your company's standing in the community and marketplace. Leading companies turn to GreenRoad to protect the brands they've worked so hard to establish.

### Better visibility into risk

The majority of fleet risk exposure comes from driver behavior, and when it comes to managing risk, it's hard to fix a problem when you lack all the information. GreenRoad provides dependable, insightful, and pinpointed feedback for all levels of your organization that enables more informed risk management. Whether it's drivers receiving real-time preventative guidance, fleet and safety managers receiving detailed, actionable, exception-based insight into where their drivers need improvement, or risk officers negotiating better insurance rates, GreenRoad will help your company seize the human and financial benefits of effective risk management.

To find out more about GreenRoad, please contact:

[www.greenroad.com](http://www.greenroad.com)

[info@greenroad.com](mailto:info@greenroad.com)

#### UK Offices:

The Podium  
1 Eversholt Street  
London | NW1 2DN  
+44 (0) 20 7886 0831

#### U.S. Headquarters:

3 Twin Dolphin Drive Suite 300  
Redwood Shores, CA 94065  
+1 650 551 1530