



GreenRoad Helps Ryder Measure and Improve Risky Driving

Fast, easy access to data about driving behavior helps company increase fleet safety.

About Ryder

Ryder provides leading-edge transportation, logistics and supply chain management solutions worldwide. Ryder's stock (NYSE: R) is a component of the Dow Jones Transportation Average and the Standard & Poor's 500 Index. Ryder ranks 399th on the *Fortune* 500. For more information on Ryder System, Inc., visit www.ryder.com.

Background

When Bob Prim, director of safety standards at Ryder, heard about GreenRoad's driving behavior improvement service and witnessed the quality of data it provides to risk and safety professionals and fleet managers, he was intrigued. With thousands of tractors in its fleet,

Ryder provides outsourced transportation and dedicated contract carriage services to many of the world's leading brands. GreenRoad's comprehensive service, GreenRoad 360™, presented Ryder with a means to improve safety performance at its customer operations by reducing collisions and injuries in a proactive, driver-friendly way that can be measured and sustained.

"GreenRoad presented a scalable and affordable way to improve fleet safety, but the quality and comprehensiveness of its solution is what really caught my attention," said Prim. "In a very short amount of time, I can identify trends in behavior and determine how our drivers are performing. Detailed reports enable Ryder managers to easily spot driving maneuvers and patterns of behavior that need improvement and tailor their coaching accordingly. GreenRoad provides the business intelligence we were seeking to help us proactively manage risk."

Better Information... Faster

In December 2007, Ryder began testing the GreenRoad service at three remote locations where Ryder provides dedicated contract carriage services. GreenRoad installed a small device under the tractor cabs' dashboards to continuously measure forces on the vehicles as they are driven. Sensors analyze up to 120 separate types of driving events in five categories – speed handling, cornering, lane handling, braking and acceleration. Patented algorithms associate risk with vehicle movement and categories of driving and automatically assess driver safety. Drivers receive immediate, objective in-vehicle

feedback in the form of a small red-yellow-green LED display that indicates the level of risk of the maneuver, enabling them to correct their driving behavior in the moment. Drivers and managers can also access driving data at GreenRoad Central™, a Web portal for drivers and managers that offers reporting, risk analysis, customer support and coaching tools.

GreenRoad implemented the service with minimal business disruption and customized it to produce unique vehicle safety profiles for Ryder that helped the company calibrate speed, route, load and other parameters to achieve its own safe driving standards.

"It was important to us that the sensors be sensitive enough to capture speed on curves and aggressive lane changes so that risky maneuvers were captured, but not so sensitive that drivers would be rated against extraneous factors such as bumpy roads or potholes that exert force on the vehicle," said Prim. "GreenRoad engineers heard our concerns and calibrated the settings to our exact specifications."

Because GreenRoad 360 is Web-based, user-friendly and highly intuitive, fleet managers were able to quickly begin accessing quality data about driving maneuvers, both for individuals and collectively across locations. This ability to readily obtain information about driving behavior and leverage the data to manage risk was key to Prim and Ryder.

"The last thing we wanted was a service that would be difficult to use or become a burden to management and not yield results," Prim said.

The GreenRoad service helped Ryder managers

“Safety is crucial in the trucking and logistics industry and a cornerstone of our values at Ryder. We always are looking for ways to increase the safety of our fleet and to differentiate ourselves in a highly competitive industry. The GreenRoad service lets us do both,” said Bob Prim, Director of Safety Standards, Ryder.

focus their supervisory ride-alongs and ride-behinds to those drivers who required the most assistance.

“Ride-alongs help managers see how well a driver can perform under supervision, but not how well he is utilizing – or not utilizing – those skills on a daily basis,” said Prim. With GreenRoad, managers can view driver performance on every trip, determine whether a driver’s behaviors are improving and intervene accordingly.

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Today, GreenRoad’s service is implemented in Ryder tractors at more than 50 locations across the United States, with additional installations in progress. Interest in the GreenRoad service continues to grow as fleet managers at Ryder pilot sites share feedback on the service with their peers. By and large, fleet managers report that the service makes their jobs easier and more meaningful because it enables them to affect real change in driving behavior that increases the safety of their drivers.

Green is a “Go” with Drivers

Increasing the safety of its fleet, driving down costs and eliminating inefficiencies were motivating factors in selecting the GreenRoad service, but Ryder also wanted to ensure that drivers understood and accepted the service for what it is – a proactive, driver-centric approach to helping them become safer, more efficient drivers.

Although some drivers initially expressed concern about the GreenRoad service because they were worried the information collected would be used as a basis for punitive measures, drivers said they soon realized that because the service is focused on prevention, it actually reduces the need for disciplinary measures. Fleet managers also gave drivers a thorough explanation of the service and demonstrated how it can help them become safer, more efficient drivers. Unlike video-based solutions, GreenRoad’s service is not intrusive and does not watch the driver, just driving maneuvers. And, while video alternatives capture some of the most

egregious driving events, they only allow drivers and managers to view these events many hours and sometimes days later. The GreenRoad service, in contrast, measures and provides feedback on all risky maneuvers and in real time.

“The immediacy of feedback is crucial since drivers often are not always aware they exhibited a risky maneuver. Without feedback to correct the behavior, a driver may fall into poor driving habits that could result in a collision,” said Prim. “GreenRoad is primarily a feedback system for drivers – they are the first to receive the feedback and are empowered to improve their performance. Continuous feedback helps sustain improved driving performance over time. Our managers’ regular review of a driver’s performance, and the feedback on that performance, plays a critical role in reinforcing positive driving behavior too.

“When a manager says to a driver, ‘I see and appreciate the efforts you are making to be a safer driver,’ he is positively reinforcing good driving behavior and acknowledging that individual’s contribution to the overall safety of our organization.”

Kent Wiles, a driver trainer at Ryder who has been working with the GreenRoad service for two years, said that GreenRoad gives drivers visibility into how their driving behaviors affect their vehicles and traffic in general. Ryder recognizes the safest drivers at regular safety meetings.

“You can really get a feel for what the vehicle is feeling,” said Wiles. “A lot of us never realized what kind of G-force we were putting on the vehicle with curves and lane changes. Once we introduce it to drivers and get it out there, then it opens their eyes. It helps you become more aware of your surroundings and the effect you’re having on traffic around you.

“I think it’s a great tool. What I’ve seen that impresses me most is that it can change habits in drivers that have been driving for a long time. It’s very obvious that the lights are being watched by drivers. When I drive a vehicle with GreenRoad, I am challenging myself, and I believe that’s pretty much the case across the board for all of the drivers. We have 20-year drivers who went from high scores to low scores and they’re maintaining the improvement. It’s immediate. They’ll drop their scores dramatically, but they’ll keep improving. I believe that you can teach an old dog new tricks.”

To find out more about GreenRoad, please contact:

www.greenroad.com

info@greenroad.com

U.S. Headquarters:

3 Twin Dolphin Drive Suite 300

Redwood Shores, CA 94065

+1 650 551 1530

UK Office:

The Media Centre

19 Bolsover Street

London W1W 5NA

+44 (0) 20 7886 0831

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