

FLEET SAFETY

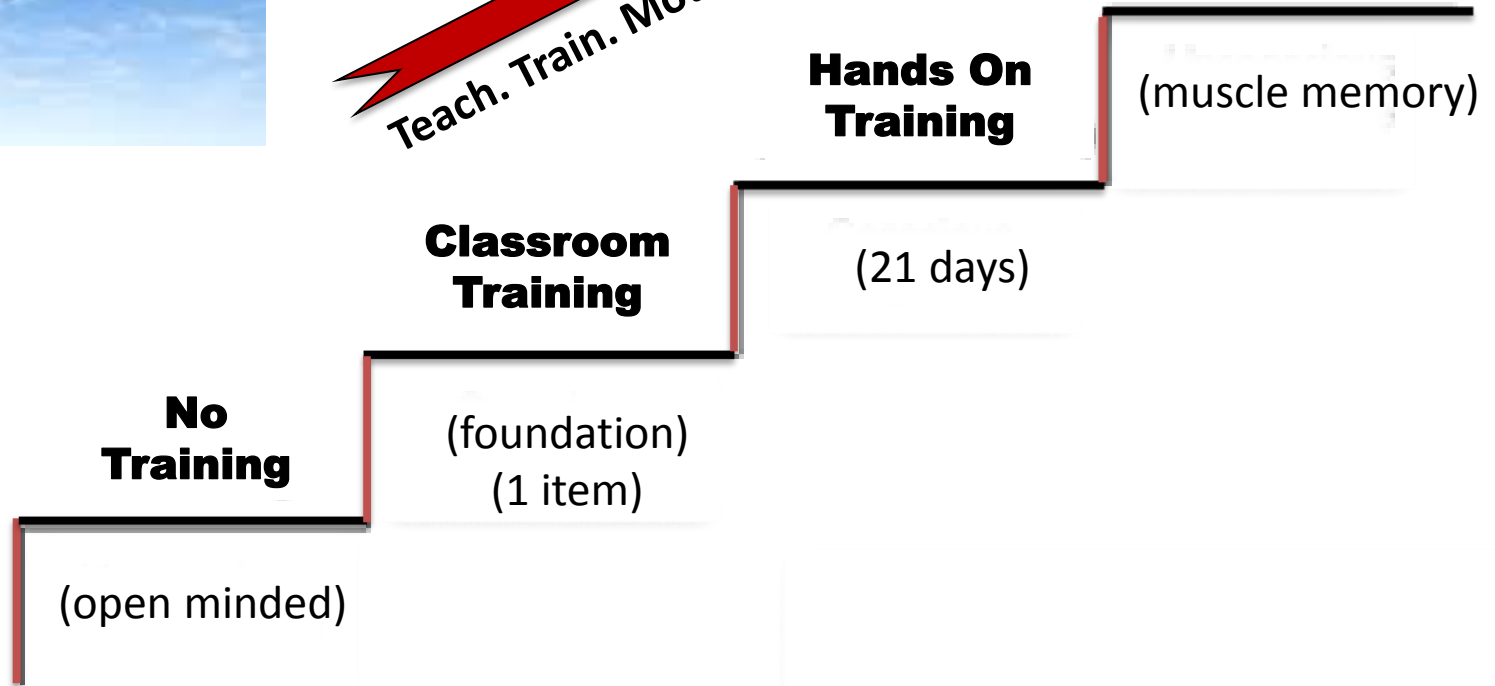
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Changing Habits Reducing Accidents

2nd Nature.....



Coaching
Teach. Train. Motivate



CARS ARE TOO SAFE...



2015 COLLISION DATA

Have Motor Vehicle Deaths



Up 14%

2.3 Million Injuries

Up 30%

Estimated Cost **\$152 Billion**

Up 24%

2015 COLLISION DATA

Cost of an Accident:

- **Impact on Sales Revenue**
 - **\$20,000 accident**
 - **Company has a 2% net profit margin**
 - **Need to generate **\$1,000,000** in revenue**

2015 COLLISION DATA

Why the Increase?

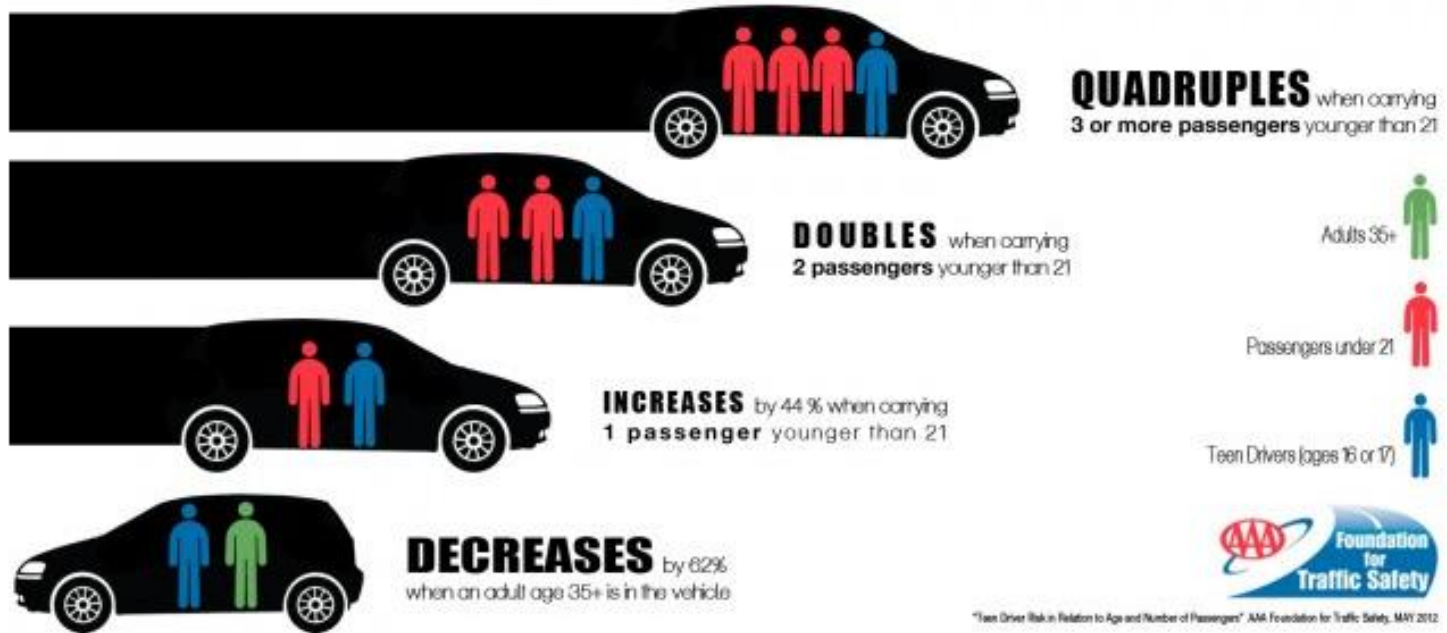
- **Lower Gas Prices**
- **Accountability**
- **Distractions**
 - **Cell Phone**
 - **Maps**
 - **Texting**
 - **Eating**
 - **Friends, Passengers**

FRIEND OR FOE

Teen Drivers Risk Death with Young Passengers

A 16-or-17 year old driver's **RISK OF BEING KILLED IN A CRASH** increases when there are young passengers in the vehicle.

Compared to driving without any passengers, **THE RISK:**



DANGER ZONE

What's the difference between a Professional vs. Average Driver?

Is your office this dangerous?



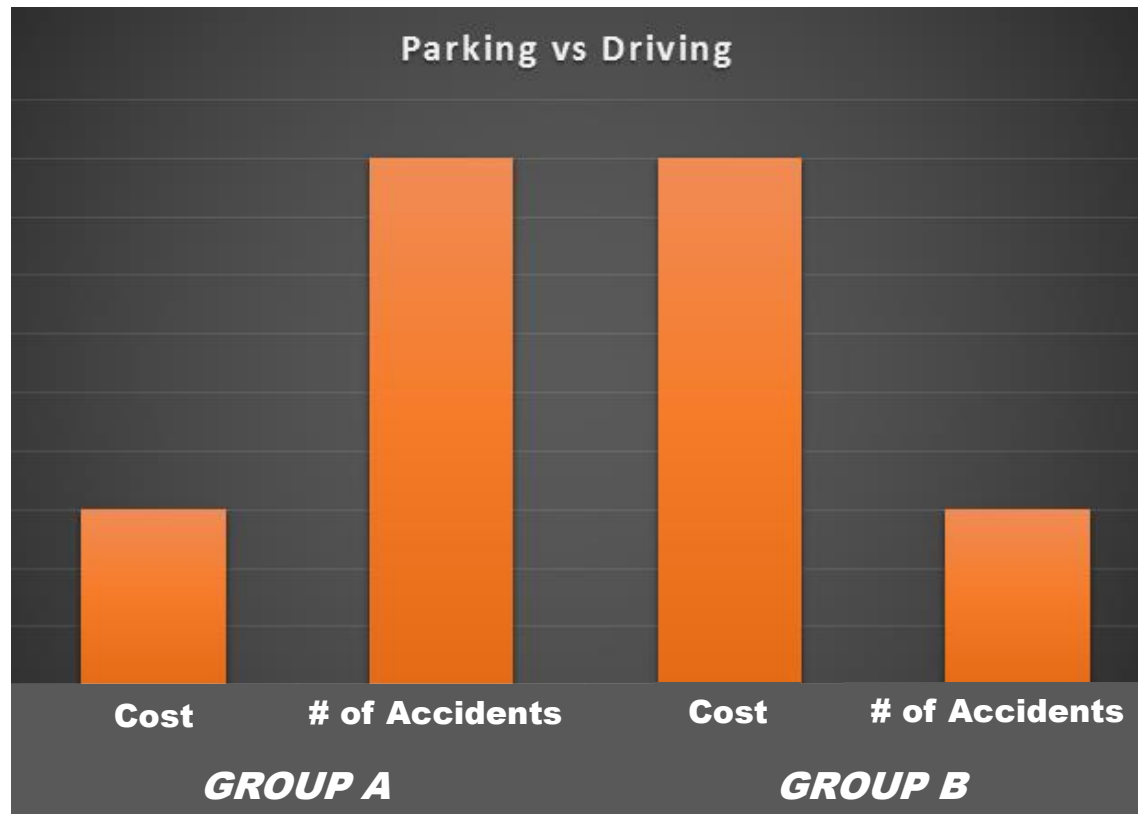
FOCUS POINTS

What **two** functions does a Professional Driver need to focus on daily?

- 1. Driving**
- 2. Parking**

LET'S LOOK DEEPER

What causes more accidents—Parking or Driving?
What costs more—Parking or Driving?



ROLL THE DICE

**How many times will your
driver park today?**



GOOD OR LUCKY?

**Are your safety numbers positive
because you're Good or Lucky?**



WHAT'S IN A NUMBER

- **Collect, Review, Plan, and Train**
- **Laser Focus**
- **“Atta-Boy”**
- **Bella – Reach Out, Make an Impact**

MAKE AN IMPACT

Bella Video

WHAT'S YOUR DESTINY

Watch your **THOUGHTS** they will become your **WORDS**

Watch your **WORDS** they will become your **ACTIONS**

Watch your **ACTIONS** they will become your **HABITS**

Watch your **HABITS** they will become your **CHARACTER**

Watch your **CHARACTER** it will become your **DESTINY**