

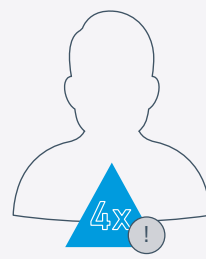
THE PATH TO SAFER DRIVING

In an instant, collisions can change lives forever. Knowing the risks on the road and what driving behaviors are putting your fleet at risk can help you prevent collisions.

THE SITUATION

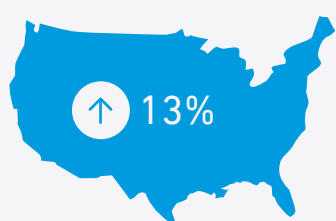


A person dies in a collision every 14 minutes. **94% of these collisions are preventable.**¹



Drivers who have traffic violations are **4X more likely to get into a collision than the average driver.**²

37,133 lives were lost on U.S. roads in 2017—that's 102 fatalities a day.¹



The US fatality rate **increased 13%** from 2014 to 2017.³

Vehicle collisions cost **\$1.3 trillion every year** (\$464 billion increase from 2010).⁴

1 Source: National Safety Council (NSC) and Rand Corporation. "A Road to Zero: A vision for achieving zero roadway deaths by 2050" (April 2018) AUTHORS: Lissa Ecola Steven W. Popper Richard Silbergliitt Laura Fraade-Blanar. <https://www.nsc.org/road-safety/get-involved/road-to-zero>

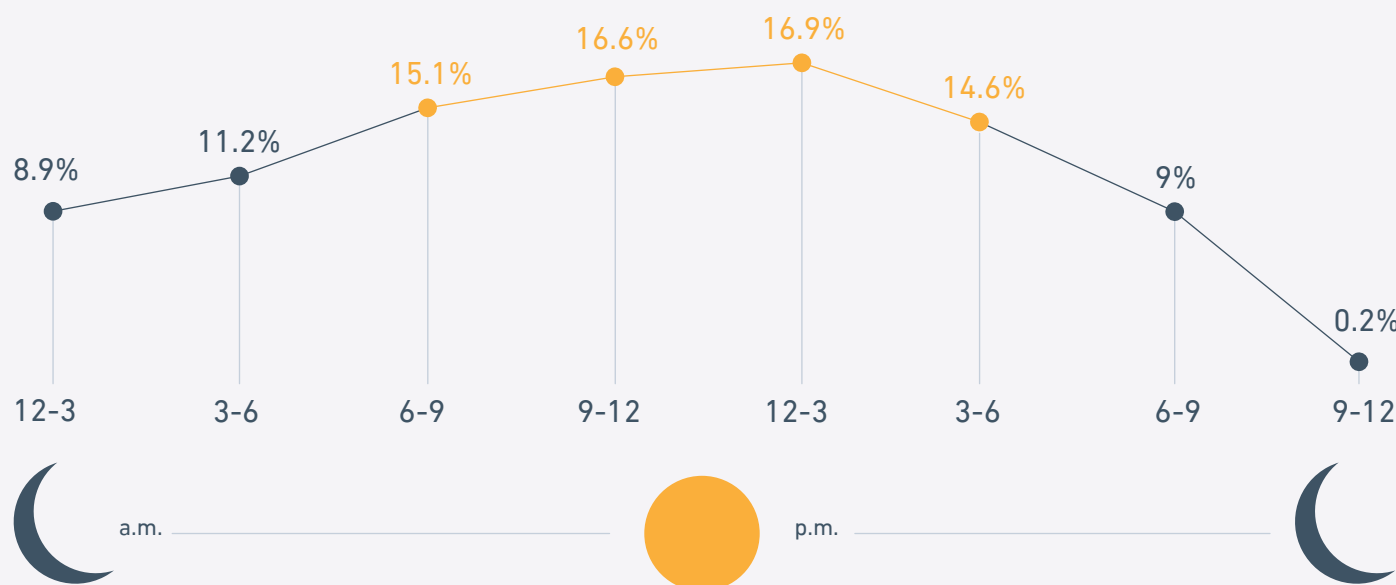
2 Source: Based on a select sampling of Lytx client data.

3 Source: U.S. Department of Transportation, National Highway Traffic Safety Administration. "Traffic Safety Facts" Research Note (reports from 2014-2017) <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812603>

4 Source: U.S. Department of Transportation, National Highway Traffic Safety Administration. DOT HS 812 013 "The Economic and Societal Impact of Motor Vehicle Crashes" 2010-Revised May 2015) <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812013>

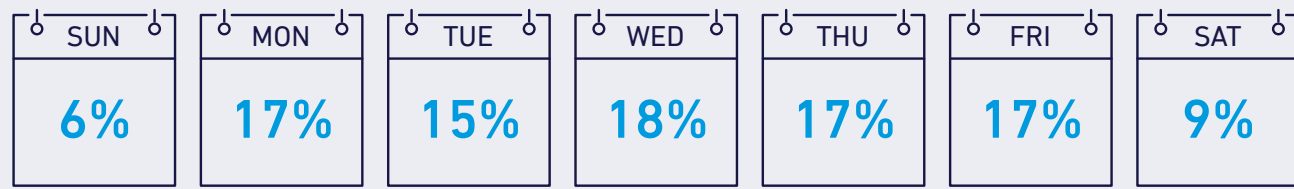
THE DETAILS

MOTOR VEHICLE ACCIDENTS BY TIME OF DAY¹

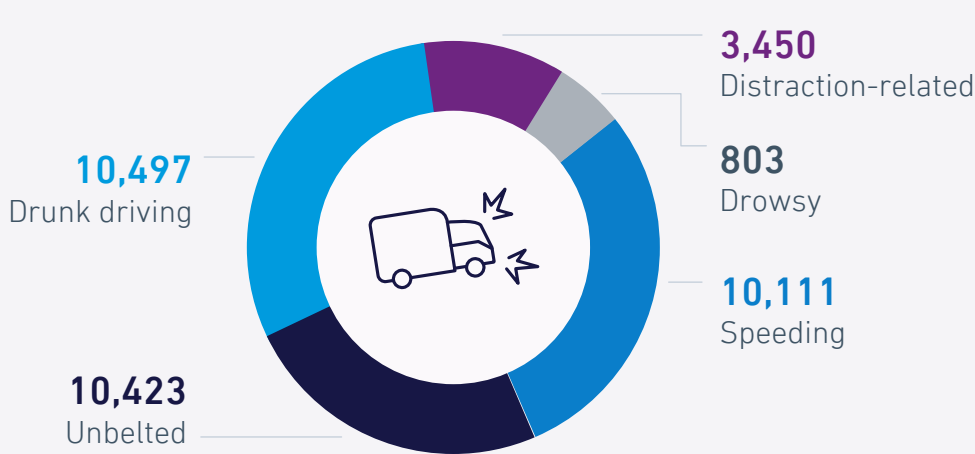


~481,000 drivers are using cell phones while driving during daylight hours.²

MOTOR VEHICLE ACCIDENTS BY TIME OF DAY¹



MOTOR VEHICLE ACCIDENTS: CAUSES OF FATALITIES³



1 Source: National Highway Traffic Safety Administration FARS Encyclopedia (2015) <https://crashstats.nhtsa.dot.gov/Api/Public/Publication/812384>

2 Source: <https://www.nhtsa.gov/risky-driving/distracted-driving>

3 Source: U.S. Department of Transportation, National Highway Traffic Safety Administration "Traffic Safety Facts" Research Note (October 2017) <https://www.nhtsa.gov/press-releases/usdot-releases-2016-fatal-traffic-crash-data>

THE POWER OF TECHNOLOGY



Video-based safety solutions can help make drivers more aware of risky driving behaviors and correct those behaviors before they lead to collisions.¹

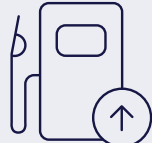


Significant results and reductions can be achieved in as little as 6 months¹

THE LYTX DRIVER SAFETY PROGRAM HELPS FLEETS:²



Reduce collision related costs by up to 80%.



Improve fuel efficiency by up to 12%.



Decrease costs associated with "cause-unknown" vehicle damage.

IMPACT OF THE LYTX DRIVER SAFETY PROGRAM: AS REPORTED BY FLEETS¹

50% Reduction in collision frequency.

55% Reduction in driver fatigue.

64% Reduction in not wearing seat belts.

66% Reduction in speeding.

85% Reduction in driver distraction.

1 Source: Based on a select sampling of Lytx client data, certain fleets equipped with Lytx DriveCam Event Recorders devices, realized a > 1x correlation between improvement and claim expenses (\$) within first year of service.

2 Source: Based on a select sampling of Lytx client data.

THE ROAD TO SAFETY

TOP FIVE LESSONS LEARNED FROM THE BILLIONS OF MILES OUR CLIENTS HAVE DRIVEN

1. WEAR A SEATBELT

Drivers cited for seatbelt violations are **3.4x more likely to get into a collision** than the average driver.¹

3. MAINTAIN A SAFE DRIVING DISTANCE

23% of the relative risk of truck collisions occurred when the commercial motor vehicle **driver was following too closely.**³

5. CREATE LASTING BEHAVIOR CHANGE

The Lytx Driver Safety Program uses the **power of video along with active coaching to help reduce risky driving behavior** before a collision happens.

2. PUT AWAY YOUR MOBILE PHONE

5 seconds—the average time your eyes are off the road while texting. When traveling at 55MPH, that's enough time to cover the length of a football field blindfolded.²

4. KEEP YOUR EYES ON THE ROAD

3,166 people were killed from distracted driving, or 8.5 percent of total fatalities in 2017.⁴

1 Source: Based on a select sampling of Lytx client data.

2 Source: National Highway Traffic Safety Administration FARS Encyclopedia (2015) <https://crashstats.nhtsa.dot.gov/Api/Public/Publication/812384>

3 Source: U.S. Department of Transportation Federal Motor Carrier Safety Administration. "The Large Truck Crash Causation Study." Publication No. FMCSA-RRA-07-017, 2007. <https://www.fmcsa.dot.gov/safety/research-and-analysis/large-truck-crash-causation-study-analysis-brief>

4 Source: U.S. Department of Transportation, National Highway Traffic Safety Administration "Traffic Safety Facts." October 2018: <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812603>