

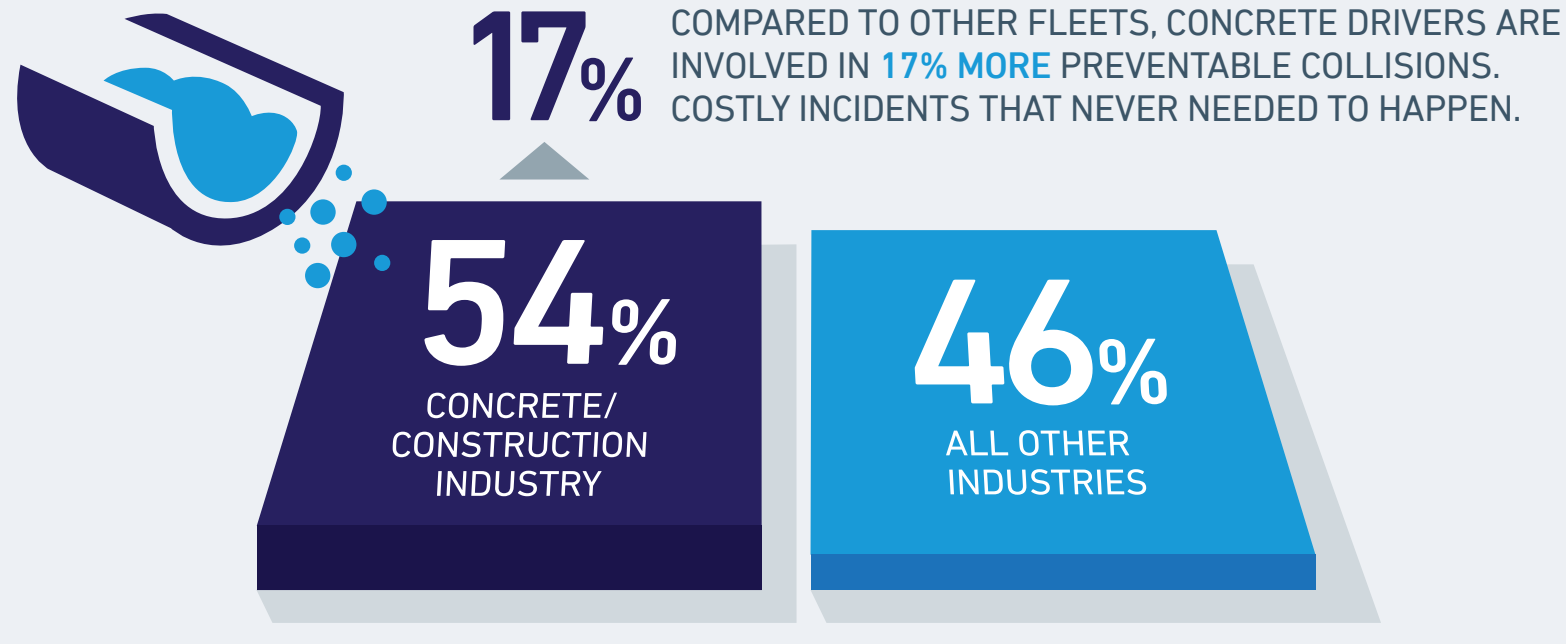
UNSAFE DRIVING AND CONCRETE DON'T MIX

DISCOVER THE TRUE, BUT PREVENTABLE, COST OF COLLISIONS

Ready-mix concrete companies are getting hit hard with some of the most severe and costly collisions on the road today. Here are some must-know numbers uncovered in the Lytx® driving behavior database on the extent of the problem and how it can be prevented.

COLLISIONS ARE NOT SET IN CONCRETE

CONCRETE DRIVERS EXPERIENCE MORE PREVENTABLE COLLISIONS



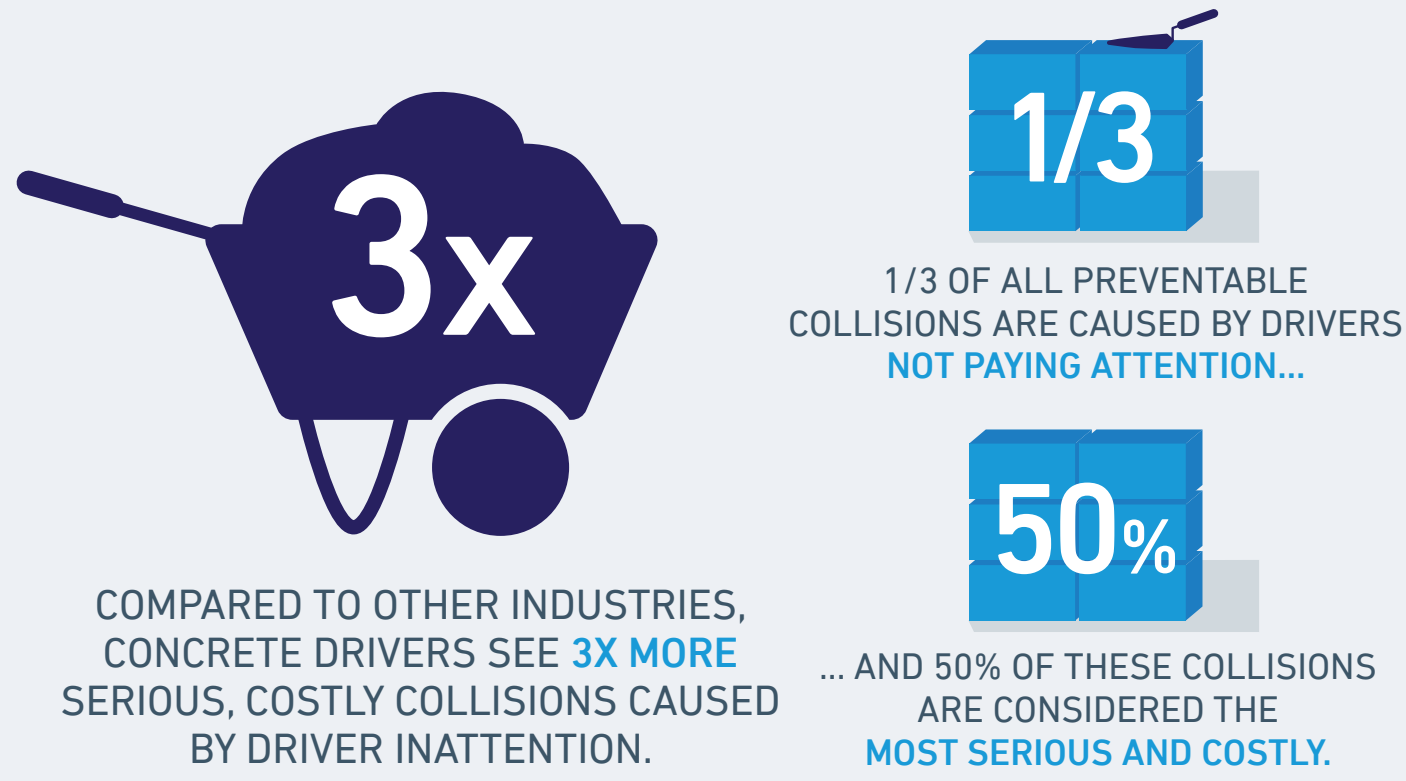
69% OF THE MOST SEVERE COLLISIONS ARE PREVENTABLE



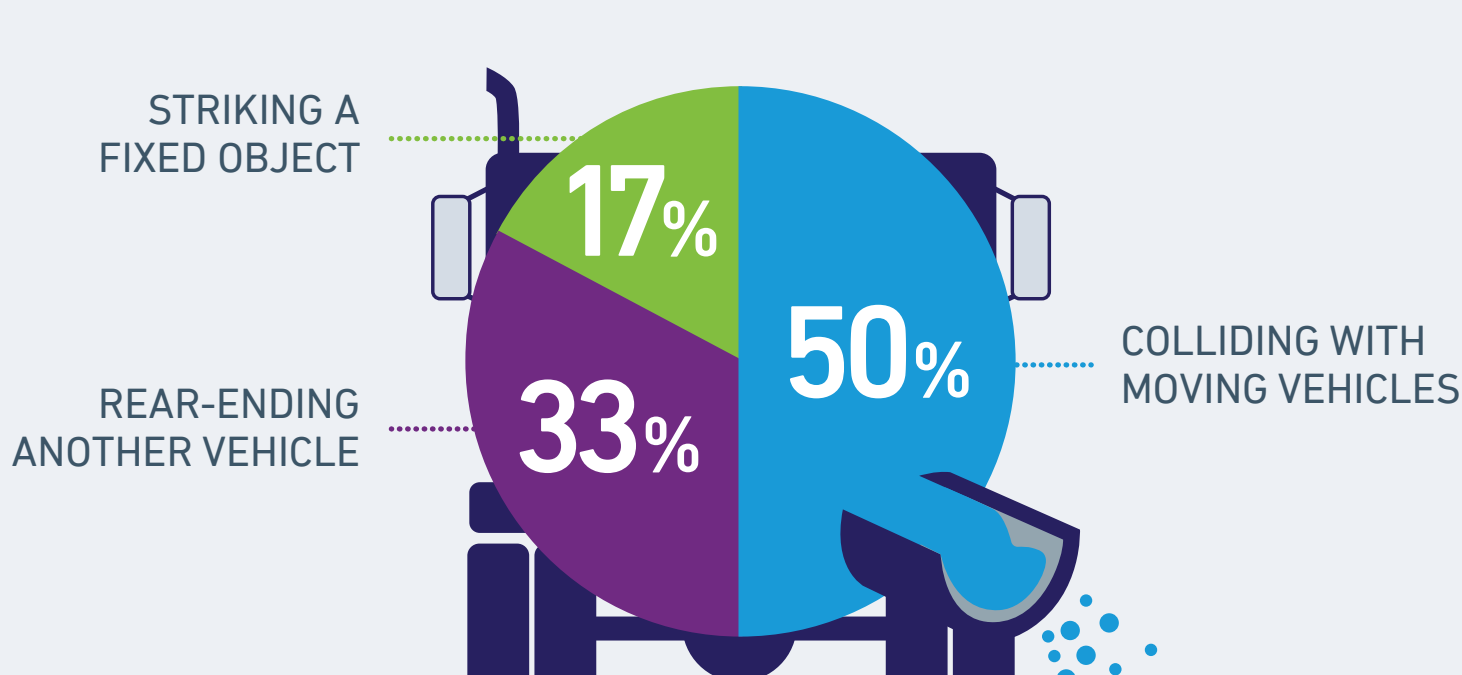
¹ Source: Federal Motor Carrier Safety Administration, "Safety is Good Business," 2014

POOR DRIVER ATTENTION POURS ON THE PROBLEMS

THE MOST SEVERE COLLISIONS ARE CAUSED BY LACK OF FOCUS, NOT DISTRACTIONS

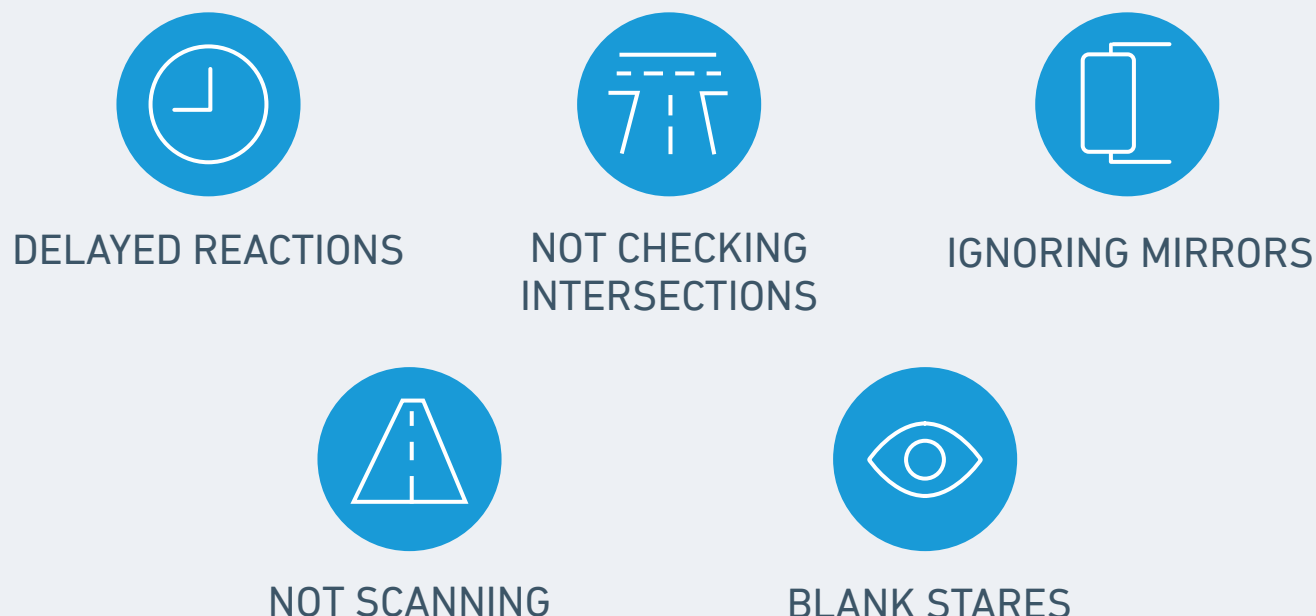


TYPES OF COLLISIONS CAUSED BY DRIVER INATTENTION



BE ON THE LOOKOUT FOR DRIVERS WHO AREN'T

BEHIND-THE-WHEEL BEHAVIOR OF INATTENTIVE DRIVERS



REDUCE RISK BY INCREASING DRIVER FOCUS



CURING POOR AWARENESS COULD BE AS EASY AS CURING CONCRETE

PREVENT COLLISIONS WITH IN-CAB VIDEO



FREE! DRIVER SAFETY RESOURCE

DRIVER SAFETY TIPS

- BE AWARE**
Know your surroundings at all times—including pedestrians, terrain, weather and clearances.
- BE PATIENT**
Keep your cool with other drivers. Watch out for tailgaters, speeders, or car cutting you off.
- BE DEFENSIVE**
Turn your lights on, keep your distance and park defensively by avoiding the need to back up.
- BE SURE**
Double-check your mirrors, scan roadways and slow down at corners. Running fast isn't worth the risk.

SHARE YOUR DRIVING STORIES: #LytxConcrete

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DOWNLOAD A **FREE POSTER** ON THE TOP 4 DRIVER SAFETY TIPS AT LYTX.COM/FREEPOSTER

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