

DRIVER'S ALERT

EXECUTIVE SUMMARY

Driver's Alert is your daily resource for providing data that can be used proactively to minimize fleet incidents and accidents. We provide reliable, timely information that serves as potential warning signs to your organization. Based on this flow of information, you can effectively train or discipline the low percentage of your drivers who are putting your company and others at risk.

The program itself is simple. We provide you with high quality reflective decals that ask the famous question, "**How am I Driving? Call 1-800...**" The decals are placed on the back of each fleet vehicle and the customer then sends us back a Decal Assignment Form indicating which decals are on which units (this can also be done on line through our interactive website).

When a call comes in on one of your vehicles, the calling motorist is walked through an interview which is used to create an **Incident Report**. The Incident Report is a synopsis of the information that we gathered through our interview process. It is sent by email or fax to the designated person(s) in your company within one to two minutes of the conclusion of the interview. Included with the Incident Report is a **Driver Training Page** that offers pointers to the driver regarding the specific deficiencies exhibited.

The key to the program is the accountability created when you have a consultation with the driver regarding the call. During the consultation, we ask that you return the Incident Report, providing us with name of the driver the action taken. In the event we don't receive the completed Incident Report within a specified period of time, we follow up with the appropriate contacts within the organization until it is returned.

Based on the Incident Reports and your responses, Driver's Alert is able to provide management summary information. Our proprietary system, "SafeWare®", allows you to access the data and to slice and dice it into the optimum formats for your company. Additionally, we send you a set of summary reports each month called Fleet Profile Reports. The Fleet Profile Reports give you a complete overview of the program, the issues facing your fleet, problem drivers as well as other information. If you are interested in viewing our system data through a sample account, please go to our website, www.driversalert.com. On the bottom left is an icon for "Client Login". Select the icon and, when prompted, enter "TEST ACCOUNT" for the user id and "TEST" for the password. Once inside the database, it is easy to navigate and run reports.

In summary, we offer you a great program that can be easily and quickly implemented. And, **best of all, the results are guaranteed!**

Reasons to use the Driver's Alert program:

1. **Implementation** – Enrollment in the Driver's Alert program is very quick and easy. We will mail you (or the appropriate location(s)) all of the decals that are needed. Once the decals are placed on the back of the vehicles, you are ready to receive Incident Reports.
2. **Time Investment** – The Driver's Alert program takes very little time to maintain or use. When a call comes in, the report needs to be reviewed with the driver and returned to Driver's Alert. The entire process typically takes no more than five (5) minutes.
3. **Cost/Benefit** – The program has a tremendous upside and is probably the most cost effective vehicle loss control program available in the industry today. For more information, please see the enclosed cost/benefit analysis.
4. **Effective Conduit of Driver Information and Behavior** – Other than driving around after each vehicle in your fleet, there is no more effective way to learn about the behavior of your drivers BEFORE there is an accident.
5. **Unbiased Third Party** – Sure, you can take these complaint calls yourself. However, it is fairer to your drivers that you have a professional third party administer the program – we don't know your employees and don't have any "axe to grind" with them.
6. **Other Calls (non safety related)** – Driver's Alert will forward ALL calls that our decals prompt from motorists, not just safety related calls. Often someone will call in looking to purchase a product or service and we forward those calls the same way that we do any other – we don't want you to miss any possible business opportunities!
7. **The decal says you care** – Having a "How's My Driving?" decal on the back of a vehicle send a message to your drivers and to the public that you are concerned about what goes on out on the road and that you want to know what's happening. This is a good message to send to your clients, prospects and your drivers!
8. **Free to Risk Pooling Trust Members!**