

2022

Fleet Safety Report

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GPSINSIGHT 

2022

Fleet technology helps businesses meet their safety goals



A fleet has no greater asset than its drivers. Protecting the health and well-being of your drivers—and ensuring they get home safely to their families each night—is critical. Your drivers' behavior and performance are also the key to your company's reputation, reliability, and profitability. As a result, keeping them safe, retaining them as employees, and building a culture of safety together is of utmost importance.

While driver safety is paramount, many of these safety solutions also come with additional benefits. A well-implemented solution can reduce insurance and collision costs, assist in fleet maintenance management, offset the impact of volatile fuel prices, and provide both high-level visibility into how your fleet is running, as well as deep insights into individual driver behavior.

The better prepared businesses are to implement these safety solutions, the more success they will find.



In this inaugural study, we surveyed more than **3,400 people active in fleet businesses** of all sizes about their approach to building a culture of safety, and the technology solutions that help them get there. All of them are involved in purchasing or managing safety solutions in their fleet.

The goal of this study was to find out:

- The types of safety challenges fleets are up against, and the safety solutions they are using to meet their safety goals
- The benefits fleets are realizing from these solutions, particularly from GPS tracking and dashboard cameras
- The strategies in place to implement safety technologies in their fleet

Executive Summary

In today's market, telematics solutions are an essential part of a safety program. Harnessing the technology of GPS tracking and dash cameras makes the process both faster and more precise, which allows managers to better track and analyze data with the goal of creating a safer environment.

In our study, we found that 74% thought GPS tracking was very or extremely effective in helping improve safety, with 68% of those using dash cams.

In terms of cost, over two thirds of dash cam users were able to reduce insurance costs and accident costs.

Not only do GPS tracking and dash cams prove to make fleets safer, but training and safety policies set them up for success. Around three fifths of fleet safety professionals surveyed relied on driver training (65%) and written safety policies and procedures (59%) as their key fleet safety strategies. A main sticking point (41%) was turning plans into reality.

As technology improves, the effects of it also improve. Safer driving behavior and a culture of safety is a shared goal and responsibility of the future of our fleets.

Key Takeaways

65%

of fleet safety professionals surveyed relied on driver training as their key fleet safety strategy.

59%

of companies rely on written safety policies and procedures as their primary fleet safety strategy.

66%

said independent video/online training is their main format for driver safety training.

41%

said their main goal in implementing a camera/video solution was improving driver safety.

57%

of those who currently use GPS tracking consider it very effective in helping to improve safety.

41%

said turning plans into reality was the primary pain point in achieving their organization's safety goals.

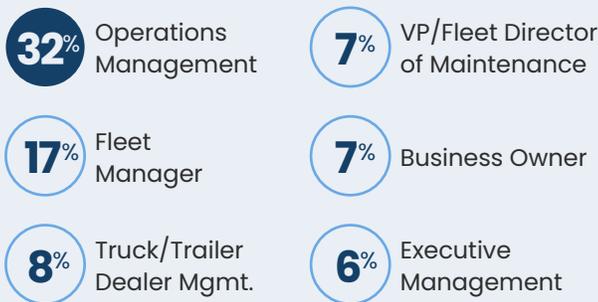
Two thirds of fleet safety professionals who currently use a camera solution say it has "helped a lot" in meeting the following goals: improve driver safety, reduce insurance costs, reduce accident costs, provide proof when drivers weren't at fault, lower at-fault incident rates, and build a culture of safety.



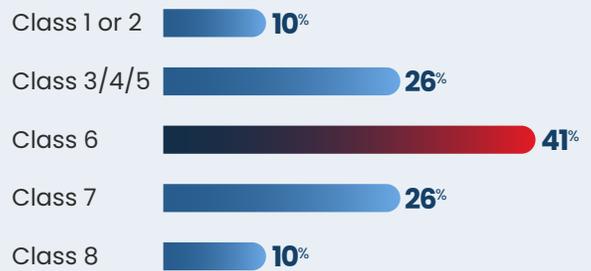
Who participated in the study?

A total of 3,411 responses (3,356 completed and 55 partially completed surveys) were collected between March 31 and May 12, 2022. Respondents covered an array of job functions across several types of industries and fleets of all sizes.

Job function:

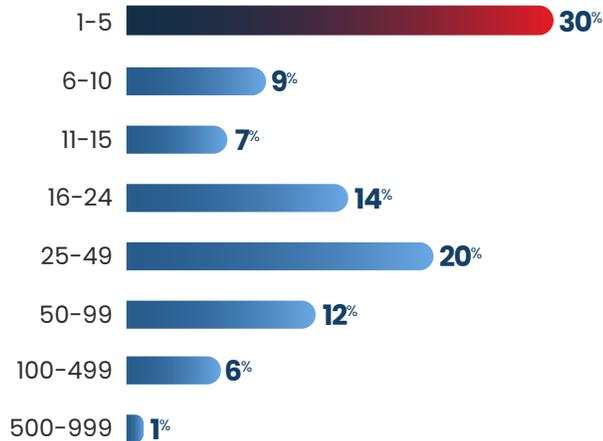


Fleet classes:

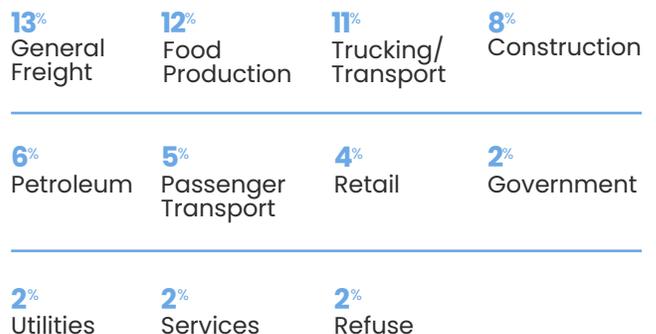


some respondents had multiple fleet classes

Number of vehicles:



Industries:



Vehicle incidents are a concern for nearly every fleet we surveyed



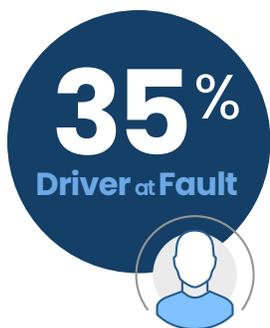
Accident incidence

On average, fleets surveyed totaled about **4.5** accidents per driver in a year.



How does this compare to the national stats for the trucking industry?

In the U.S. there are approximately 3.5 million truck drivers, and there are an estimated 500,000 truck crashes every year. That averages seven crashes per truck driver annually.

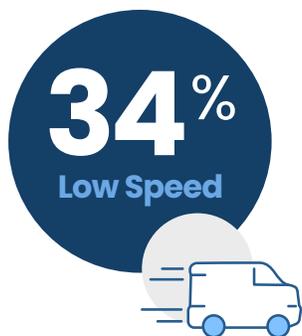


Who is at fault?

About **35%** (around 1/3) were considered the fault of their drivers

Types of accidents

34% of surveyed fleets' accidents were low-speed, parking lot-type incidents versus higher-speed on-the-road type incidents.



Crash Causes:

- More than 75% of truck driving crashes are due to the driver of the passenger vehicle.¹
- Only 16% of all truck driving crashes are due to a truck driver's fault.¹
- While distraction, poor driver training and maintenance, speeding, and unfamiliar routes are common causes of crashes, the most common causes are mechanical difficulties with brakes, problems with tires, and fatigue.²



What safety strategies are fleets using?

Given the high rate of incidents, it's clear strong fleet safety strategies are needed. Fleet safety professionals surveyed relied on **driver training (65%)** and **written safety policies and procedures (59%)** as their key fleet safety strategies. Strict driver hiring standards and driver bonuses were also top of the list.

Fleet safety strategies



Clearly, driver training and ongoing training can remind and help drivers keep up good driving habits. By monitoring and coaching for driver behavior, businesses encourage safer

driving habits fleetwide. The drivers are safer, and their vehicles are more protected, so both people and machines benefit from this additional education.

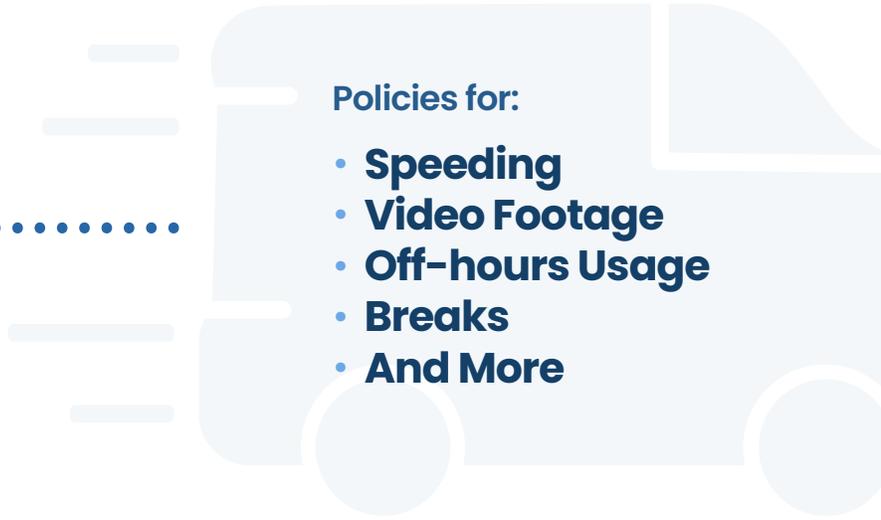
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What safety strategies are fleets using?

Safe driving is a shared value, as drivers want to get home safely as well. Drivers will recognize that training will allow them to help improve their safe driving, which they also care about for the sake of their long-term career.

One way businesses have found success in this area is **creating policies** tailored for this purpose. Many organizations already have policy manuals to detail what they expect from drivers, from speeding to taking breaks. As the technology evolves, so can the policy. Many companies offer templates to make it easier for businesses to fill in the information for a complete policy to add to a manual.

Check out this GPS Insight example: gpsinsight.com/dash-cam-policy



Policies for:

- **Speeding**
- **Video Footage**
- **Off-hours Usage**
- **Breaks**
- **And More**

25%

use Technology for:

- **Fatigue Monitoring**
- **In-cab Alerts**
- **Driver Behavior**

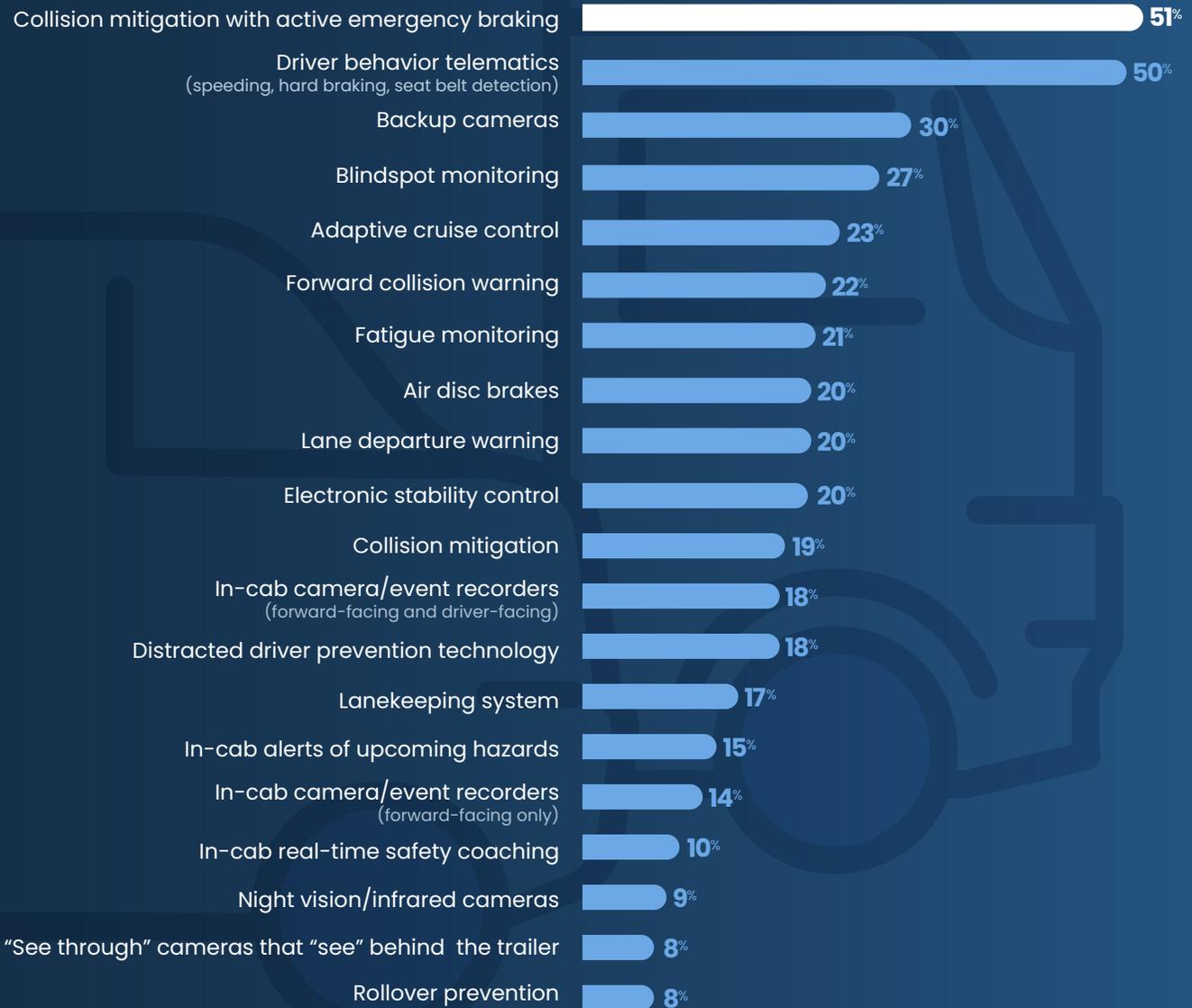
In addition, driver bonuses can help create benchmarks and safety goals, and drivers will know that safety is non-negotiable when coming on to the team, which also helps build a culture that considers safety a top priority.

Currently, only **25%** of fleet professionals surveyed noted that they used **advanced safety technologies**, such as fatigue monitoring, in-cab alerts of distracted driving, upcoming hazards, and driver behavior telematics.

By monitoring and coaching for driver behavior, businesses use technology to encourage safer driving habits fleetwide.



Fleet safety technologies used today



When it comes to safety technologies, there are many options fleet managers can choose from. Over half of fleet safety professionals surveyed used either collision migration and active emergency braking—or driver

behavior telematics—as their primary safety technologies, and **67% of fleet managers used both**. Backup cameras, blind spot monitoring, and adaptive cruise control were also high on the list.

Digging into safety technologies:

Telematics/GPS Tracking



In our study, **92%** of the respondents are using GPS tracking. From this large sample size, we see that the industry has embraced its problem-solving possibilities, including reducing fuel and maintenance costs and improving profits.



57% of those who currently use GPS tracking consider it very effective in helping to improve safety within their fleet.

An additional 17% consider it extremely effective.



Why are companies turning to GPS tracking?

GPS tracking and telematics give visibility into key areas of fleet management and can help protect people and assets with features like starter disable, remote panic button, and one-touch driver communication.

Safety of people is priceless, but as an added bonus, safety also reduces additional costs. The accountability that telematics provides aids in identifying what behaviors are causing high labor costs, like less efficient scheduling or side stops.

With a GPS tracking solution, businesses can also maintain equipment on a schedule and extend the life of their assets, as well as record the actual maintenance costs.

It's common for drivers to keep their vehicle running to complete a job or stay cool or warm in extreme weather, but often vehicles are left idling longer than they should be. Reducing excessive idle time is one of the quickest ways service fleets can reduce high fuel costs with GPS tracking.



Diving into dash cams

While most fleets surveyed already have GPS tracking, dash cams are gaining traction, and prove very effective at increasing safety and helping them reach their safety goals.

15%

have used a video solution for over 5 years

17%

of fleet safety professionals had dash cams

46%

planned to acquire them in less than a year

79%

noted they plan to acquire them at a future date

Fleet professionals using a video/camera solution have achieved an array of goals since implementing their solution:



87% considered their camera/video solution extremely or very beneficial in helping manage their drivers.



Did you know:

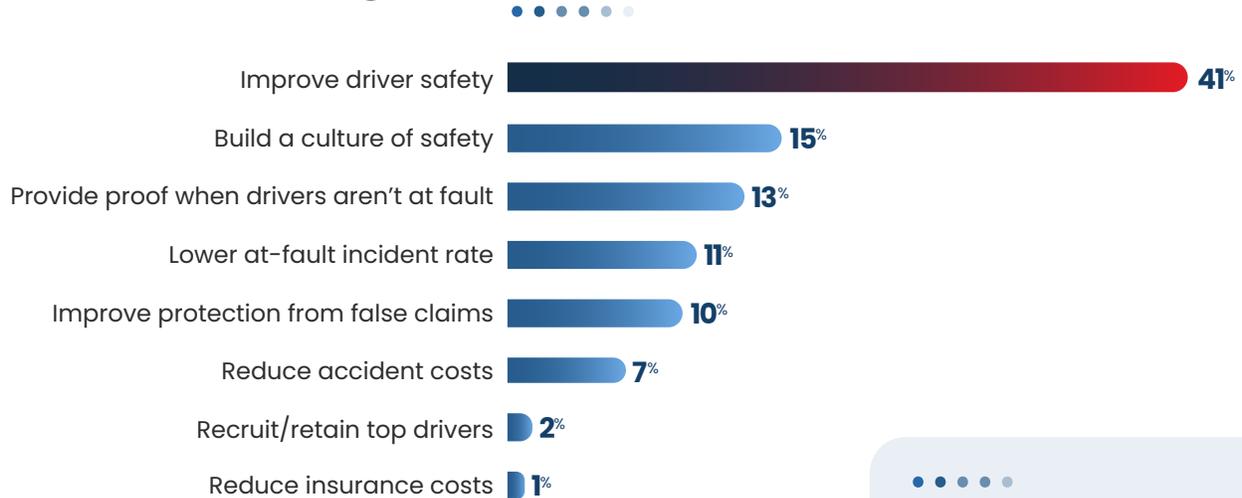
The National Transportation Safety Board has long recommended that all fleets equip themselves with dash camera systems for various reasons, including legal protection, gathering information for evaluating circumstances leading to an incident, as well as improving occupant protection systems.³



Why are fleet pros implementing a camera solution?

For most fleet and safety managers, the main goal in implementing a camera/video solution was **improving driver safety (41%)**, and **15% was building a culture of safety**. Fleet professionals are also using this technology to provide proof when drivers aren't at fault.

Main goals for a camera/video solution



Why are fleet professionals implementing dash cams?

By automatically capturing everything on the road, video solutions become a reliable witness. Businesses have the ability to view event videos to understand at-fault crashes and incidents, improve coaching measures, and exonerate drivers from false claims. Drivers are safer when they have improved driver safety practices, as well as the protection of real-life video.

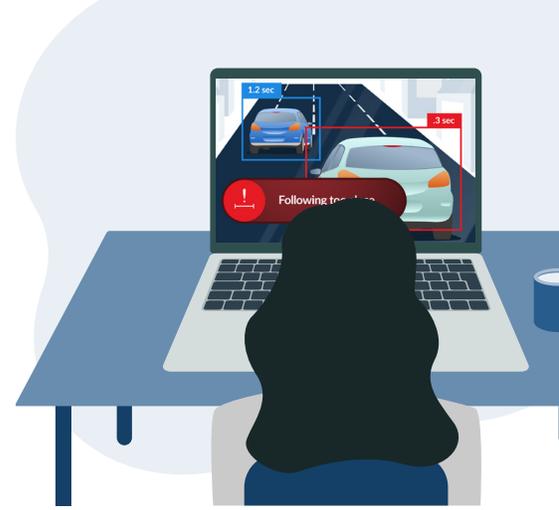
Exonerating drivers from false claims also helps reduce insurance costs and collision costs. Clearly, there are going to be incidents, but having evidence of what really happened gives businesses leverage.

2/3 of fleet safety professionals who currently use a camera/video solution say it has "helped a lot" in meeting the following goals:

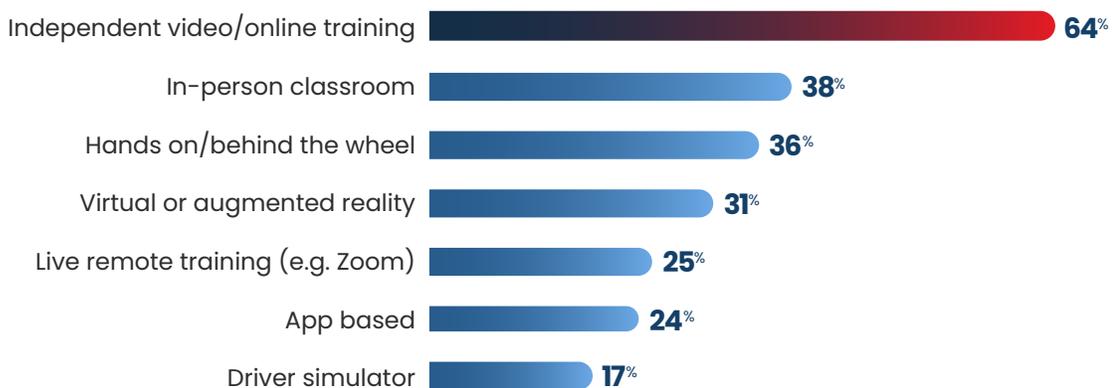
- Improve driver safety
- Reduce insurance costs
- Reduce accident costs
- Provide proof when drivers weren't at fault
- Lower at-fault incident rate
- Build a culture of safety



How are fleet managers training drivers on fleet technologies?



Types of driver safety training



For nearly **two thirds of fleet safety professionals surveyed**, independent video/online training is their main format for driver safety training.

It's clear fleet professionals have embraced the opportunity to show real-life video of incidents to teach drivers how to improve their behaviors on the road. Much like a coach going over game tape, managers can point to an event, describe what the driver did, go over how best to respond, and trust that the drivers will make the same decisions in the field.

Video training isn't a punishment, it is a tool for professional development. Drivers can be coached on behaviors, so they can see what they're doing before it becomes a problem or causes an incident or collision.

Technology has evolved so that you don't need to review every second of video. Smart cameras save fleet managers the effort of reviewing, evaluating, and storing footage by doing it for them. Managers only receive alerts and videos when drivers exceed the thresholds set for a wide variety of behavior – no more manually reviewing hours of footage to see how employees are performing.

Management teams can identify trends in employee habits and automatically assign them coaching sessions. Employees get all the feedback they need to take the guesswork out of improving.

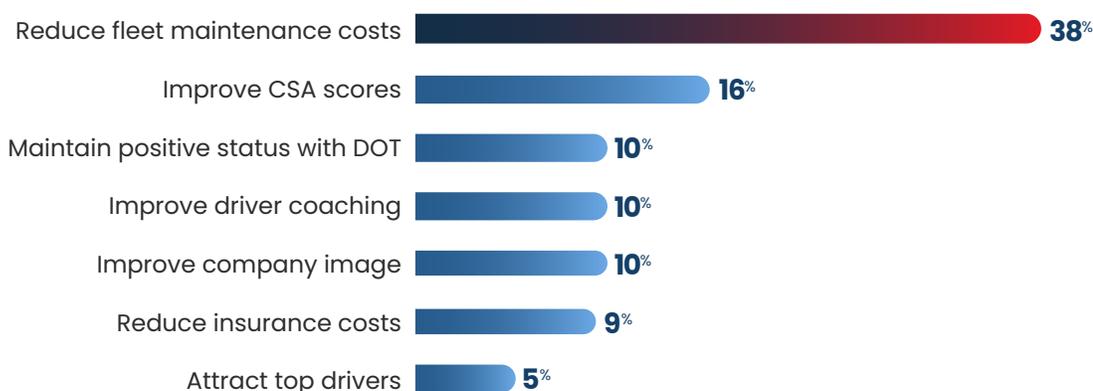
To see all Driveri smart cam features visit: gpsinsight.com/driveri



Top priorities for addressing an organization's safety concerns

Aside from employee safety, fleet managers' top priorities for addressing their concerns were reducing **fleet maintenance costs (38%)**, **improving CSA scores (16%)**, **maintaining a positive status with the Department of Transportation (10%)**, plus improving driver coaching and company image.

Top safety concerns



Only 9% of fleet professionals are focusing on safety to reduce insurance costs.

This is surprising; not only can safety technologies like GPS tracking and dash cams improve driver behavior and reduce incidents, but because of the added safety and risk aversion, **many insurance companies provide discounts**. This occurs because stolen vehicles are easier to recover, driving behavior is monitored, and the maintenance upkeep both lengthens the life of the vehicle and makes it safer.

Also less popular was prioritizing safety to improve company image, but this is another benefit. Having an emphasis on safety technology also improves a company's image to its workforce and the public.

Costs are rising across the board:

- The average semi truck gets 6.5 miles per gallon. On average if a truck drives 625 miles per day and averages 6.5 mpg, it uses 95-105 gallons a day. As of this publication, the price for diesel averages \$5.77 nationwide, costing approximately \$1,500-\$1,800 to fill a tank.⁴⁻⁷
- The American Trucking Associations' Technology & Maintenance Council and Decisiv Inc., recently reported that maintenance costs rose 3.7% in the fourth quarter of 2021 and are up more than 10% from the previous year.⁸
- The rise in vehicle repair costs was driven primarily by the increasing labor costs.⁸



What's keeping fleet managers from focusing on safety?

While there are clear benefits to prioritizing safety, fleet professionals cited pain points that kept them from achieving their safety goals. Fleet safety professionals said **turning plans into reality (41%)** was the primary pain point in achieving their organization's safety goals.

Top pain points to achieving safety goals



It's difficult to prioritize safety in today's current climate of increased fuel costs, inflation, and meeting tough customer demands.

Thankfully, safety technology, both GPS tracking and dash cams, are an important investment even in economically challenging times, due to the overall cost reduction realized by companies.

Having the ability to modify driver behavior through coaching, ensuring vehicles are being used in the most efficient ways, and keeping drivers as safe as possible helps reduce costs.

Though it's time-consuming to make plans a reality, the benefits outweigh the cost, since safety solutions ultimately protect both materials and people.



Top 10 Strategies

to prioritize safety at your organization:

- 1 Make an organization-wide dedication to focus on fleet safety goals
- 2 Use templates for policies and procedures to guide the steps along the way
- 3 Have leaders use the technology as an example for others
- 4 Lean on your technology provider to help you define and realize your goals
- 5 Use telematics alerts and reporting to know which drivers would benefit most from coaching, and use the data to avoid 'he said, she said' type conversations
- 6 Establish the KPIs that matter most to your business and track against them
- 7 Survey drivers and technicians to understand what incentives will get them on board with your policies
- 8 Consider making safety fun through gamification and contests, such as driver scorecards and public rewards for driver improvement
- 9 Share overall progress with your team so they know their efforts are appreciated and contributing to a safer, stronger organization
- 10 Understand it takes time to change a culture, but keep going

Summary:

While it's clear that fleet professionals are working to prioritize safety, and safety technologies are a key component of that strategy, there are also challenges in making this a reality. Fleet safety technologies can help fleet managers and supervisors:

Improve safety – Having concrete evidence of driver behavior allows for coaching and modification. Programs can reward drivers, video can be used in training,

and it all promotes what everyone wants – to get home safely at night.

Retain drivers – Drivers want to be at an organization that places importance on them and their well-being, and having a safety program with GPS tracking and dash cams demonstrates a commitment to safety.

Meet customer demands – Customers are used to getting exactly what they want, when they want it. GPS

tracking and dash cams only increase efficiencies in scheduling and delivery.

Reduce costs – Using less fuel, paying less on insurance premiums, lessening the chance of crashes, and increasing vehicle maintenance helps the bottom line every time. Companies are taking advantage of the opportunities GPS tracking and dash cams can use for these factors.

About Bobit

Bobit is the world's largest fleet publisher and authority on fleet vehicle management and has been for over 50 years. Bobit reaches 250,000 commercial and government fleets, small business fleets, work trucks of all sizes, and heavy duty truck fleets operating 18,000,000 vehicles. Bobit offers a complete mix of media products that deliver news, industry trends and insight to the fleet management market.

About GPS Insight

GPS Insight helps fleet and field service businesses by delivering innovative solutions and actionable insights. Organizations across the globe turn to GPS Insight when they have high operating costs, are worried about safety on the roads, and struggle with fleet and field inefficiencies that waste valuable time and money. GPS Insight offers best-of-breed technology for organizations with drivers and technicians in the field, fleets of vehicles, trailers, and other mobile assets. GPS Insight provides many solutions that include vehicle and asset tracking, fleet management, AI-enabled smart cameras, field service management, and regulatory compliance solutions.

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¹ "Trucking Statistics." Truckinfo. truckinfo.net/research/trucking-statistics

² "24 Disturbing Truck Accident Statistics (2022 Edition)." Policy Advice. policyadvice.net/insurance/insights/truck-accident-statistics

³ "Commercial Vehicle Onboard Video Systems." National Transportation Safety Board. [ntsb.gov/safety/safety-studies/Documents/SR1501.pdf](https://www.ntsb.gov/safety/safety-studies/Documents/SR1501.pdf)

⁴ "National Average Gas Prices." AAA. gasprices.aaa.com

⁵ "How Many Gallons Does a Semi Truck Hold?" International Used Truck Centers. internationalusedtrucks.com/maintenance-tips/how-many-gallons-does-a-semi-truck-hold

⁶ "Find Out Here How Many Miles a Truck Driver Can Drive in a Day." LV Road Tec Assistance. mobilesemitruckrepairlv.com/miles-truck-driver-drive-day

⁷ "Manage Your Semi Truck's Fuel Use with These Tips." Arrow Truck Sales. arrowtruck.com/manage-your-semi-trucks-fuel-use-with-these-tips/#:~:text=On%20average%2C%20semi%2Dtrucks%20get,than%2023%20mpg%20going%20downhill

⁸ "Fleet Maintenance and Repair Costs Continue to Increase in Fourth Quarter." Technology and Maintenance Council. tmc.trucking.org/blog/fleet-maintenance-and-repair-costs-continue-increase-fourth-quarter

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