



## A Biotechnology Firm Reduced its Crash Rate With ADAS & Telematics

### FLEET PROFILE

Fleet Size **2,750**  
Industry **Biotechnology**

Vehicle Type **Sedan, SUV**

### OPPORTUNITY

#### Innovative Ways to Encourage Safe Driving

A biotechnology leader had an already strong focus on fleet safety. It included recognition through a Safe Driver award, driver-safety training programs and motor vehicle record checks.

### STRATEGY

#### Technological Advances Granted Added Insight and Efficacy

Continuing its push, the client's vehicles were upgraded with advanced driver assistance systems (ADAS) such as autobraking, blind spot information systems, backup cameras, front collision warning, distracted driver notification and emergency SOS capability.

Telematics devices in every vehicle delivered data integrated with motor vehicle record monitoring and points, all visible to drivers and managers through the Driver Performance Portal and the Wheels FleetView™ interface.

### RESULTS+

**3% AND COUNTING** Improvement in Yearly Crash Rate

The advanced safety systems yielded 3% improvement in the fleet's yearly crash rate and reduced the crashes per million miles toward the low end of the industry.

These safety advancements help identify opportunities for drivers and reinforce safe driving behaviors—that should reduce the client's already low accident rate even further in the future.