

Results+

Building a Culture of Safety Through Fleet Transformation

A rapidly growing provider of fire mitigation equipment and services began its partnership with Wheels in 2021. At the time, the company operated a fully self-managed fleet, navigating the complexities of acquisitions and decentralized operations. With over 1,100 vehicles and a growing footprint, they recognized the need for a more structured, safety-focused fleet strategy.

Technology and Accountability Build a Safety Culture

The organization launched a bold, full-scale transformation to overhaul its fleet operations. The mission was clear: build a program from the ground up and unite a fragmented network of divisions under one cohesive, safety-first strategy. Partnering with the risk team, the fleet leader took a grassroots approach, visiting company locations in person and talking with drivers to champion the new vision and emphasize the critical role of safety.

Central to this initiative was the deployment of in-vehicle dashcams and telematics devices which provided real-time visibility into driver behavior. They also partnered with Wheels to implement MVR Monitoring, Driver Training, and Accident Management services. These tools helped reinforce accountability and created a framework for continuous improvement.

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PROJECT SERVICES

Risk Mitigation,
Accident
Management

FLEET SIZE

1,132

VEHICLE TYPE

Light Duty Trucks
with Upfit

INDUSTRY

Industrial/Building
Services

RESULTS

\$294K

Savings realized since
moving to Wheels for
Accident Management

\$120K

Subrogation recovered

19.2%

Reduction in annualized
accident rate

From Strategy to Success

The impact of their transformation speaks for itself. Today, **95% of its drivers are classified as safe**, while the remaining 5% receive event-based remedial training. Since partnering with Wheels for Accident Management, the organization has saved **\$294,000** and recovered an additional **\$208,000 in subrogation** since November 2023. Most impressively, the company has achieved a **19% reduction in its annualized accident rate**, a clear indicator that its safety-first strategy is working.

This client's success is more than numbers – it's a testament to the power of purposeful leadership and bold transformation. By championing safety, empowering drivers, and embracing innovation, the company has turned its fleet into a model of efficiency and accountability. Their success offers a compelling blueprint for organizations aiming to turn operational change into lasting cultural impact.



Together Let's Go Far.

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