



**Are your drivers putting
your organisation at risk?**



drive smarter

The Essential Resource for Driver Training

Drive Smarter can help you reduce risk,
save money and protect your people

www.drivesmarter.co.uk



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FACTS TO SHOCK

- Every week, around 200 road deaths and serious injuries involve someone driving for work.
- Experts say that between 8% and 12% of employees would fail a routine alcohol or drug test.
- Road deaths are the single biggest cause of work-related accidental death, and are estimated to cost the UK more than £1.6 billion annually.
- Business drivers have collision rates up to 40% higher than private drivers.

Providing e-Learning Driver Training Solutions

Drive Smarter provides video-based e-Learning solutions for safer work driving. Our flexible programmes, developed using proven techniques, encourage your people to think about the risks they face – and pose – on journeys. This in turn promotes long-term behavioural change, reduced crashes and lost working time.

Your Responsibilities

- You need to understand, address and minimise the risks that go with your employees who make work journeys in company or personal vehicles.
- You must have auditable and enforceable policies in place relating to your management of occupational road risk.
- You should regularly verify the driving licence of every driver in your organisation.
- Remember: a properly-managed safe driving policy will enhance your reputation and save you money. It may also save lives.

Let Drive Smarter Help

- Drive Smarter helps address the Duty of Care responsibilities incumbent on your organisation.
- Its messages are positive and never patronising, ensuring high levels of acceptance among people who take part.
- Developed using proven techniques and brought to life by broadcast professionals, Drive Smarter offers an accessible and enjoyable user experience.
- Drive Smarter offers a low-cost way of promoting a sustained and auditable policy of risk reduction.

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