



A NexTraq White Paper



NexTraq®

Improving Driver Safety with GPS Fleet Tracking Technology





A driver distracted by his cell phone is 23 times more likely to get in a crash, and the average cost of a fleet accident is \$25,000, according to the Federal Motor Carrier Safety Administration (FMCSA).

Currently, 40 states ban text messaging while driving for all drivers and 10 states prohibit hand-held cell phone use while driving. In late 2009, the government prohibited federal employees from texting while driving government-provided cars. Two years later, commercial truck and bus operators were also banned from all hand-held cell phone use, except for emergency purposes.



Think you or your field employees aren't guilty of aggressive driving? Think again. According to results from the 2008 AAA Foundation's Traffic Safety Culture Index, 78% of respondents rated aggressive drivers as a serious or extremely serious traffic problem, yet most of the same people reported driving in ways that could be classified as aggressive. In fact, three out of four drivers report that they believe that they are more careful than other drivers. The point? It is critical that all drivers, of both commercial and personal vehicles, honestly assess their own driving practices. For businesses with a fleet, this can be a particularly tricky thing to evaluate.



Enforcing a driver safety program is easy to accomplish with the NexTraq Fleet Tracking solution.

Enforcing a driver safety program is easy to accomplish with the NexTraq Fleet Tracking solution. Our cloud-based, easy-to-use solution gives you the ability to monitor your employees' speeds and driving habits 24/7, whether you are in or out of the office. Our Alert functionality enables you to set up a Speed Alert for one vehicle or your entire fleet. When an employee has crossed your speeding threshold, you are immediately notified.



NexTraQ can even help you with the DOT ban on hand-held cell phones in commercial vehicles. NexTraQ DriveGuard™ is an award-winning distracted driving technology that blocks or restricts calls, emails, texting and web browsing while a vehicle is in motion. With almost 28% of all accidents caused by using mobile devices, the NexTraQ DriveGuard solution is ideal for businesses looking to maintain company policies concerning cell phone or mobile device use in vehicles and ensure driver safety.

Need more great benefits? Many of our clients enjoy a significant insurance premium discount when they tell their insurance company that they can track their vehicles, trailers and equipment. Whether it's safe driving or recovering stolen assets, lowering your insurance premiums is a benefit that can significantly reduce your overhead costs.

“We used to receive 60 to 70 emails a week on speed alerts resulting in disciplinary action. Now, we receive five or six emails a week.” – Dion Calheta, Project Manager for Capeway Roofing Systems

For more information, please visit www.nextraq.com or call us at 800.358.6178 for a free consultation.

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