Our Services

Applied Driving

Award-winning provider of driver safety and performance management solutions.

Applied Driving
HQ: 25 Barnes Wallis Road, Fareham, Hampshire, PO15 5TT, UK
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About Us

Return on Investment

Applied Driving is committed to reducing risks for organizations globally. We believe that by utilizing our latest technology, we can manage your fleet drivers effectively, whilst ensuring their safety on the road. Innovation is at the center of our operations as insight shows that risk management is shifting in line with technological advances.

Applied Driving is an award-winning provider of driver safety and performance management solutions. We support businesses internationally to overcome some of the most challenging driver behavior issues.

Our dynamic approach analyses the risks your drivers face and, in turn, gives us information on how to mitigate these risks through best-practice solutions.

We deliver measurable improvements to businesses by managing risk effectively, achieving legal compliance and protecting corporate reputation.

As a result, clients are better able to:

- Meet their legal obligations
- Improve driver behavior
- Increase road safety and save lives
- Reduce operational costs
- Reduce insurance premiums
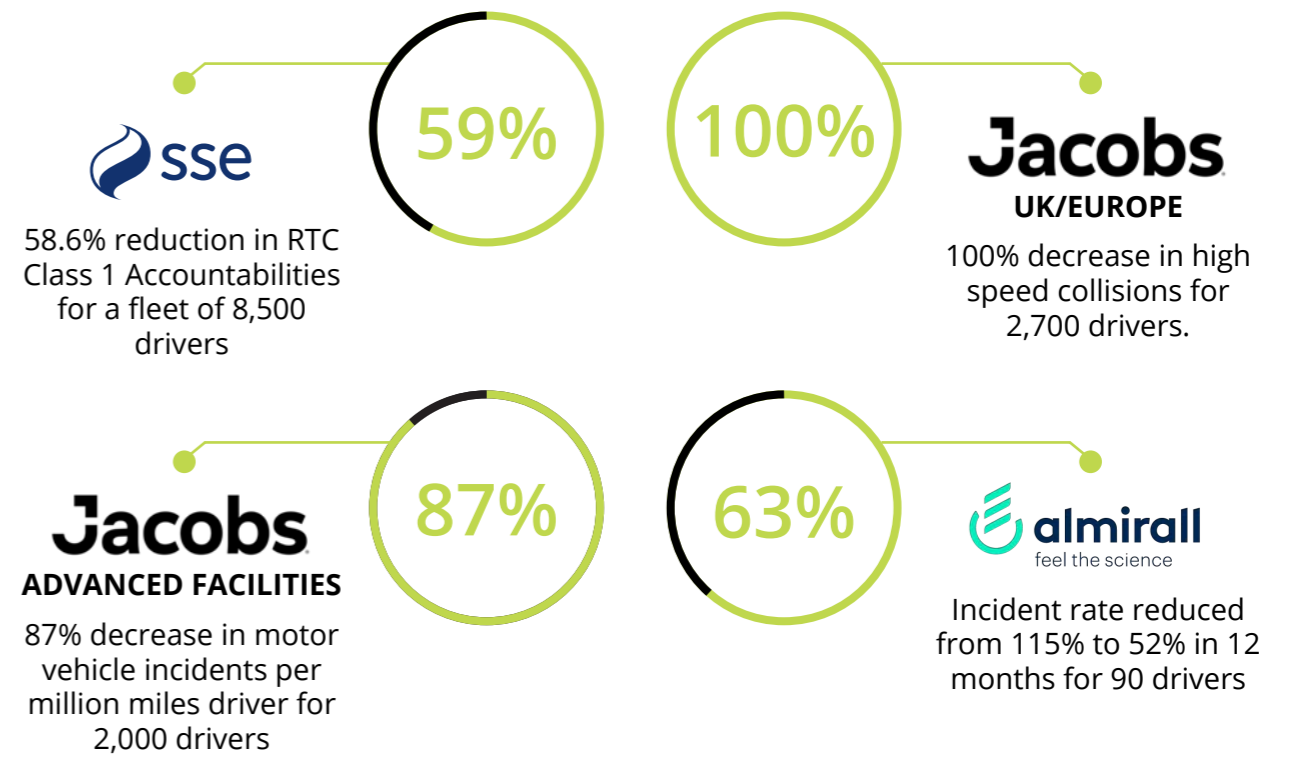- Minimize environmental impact

Our global reach extends to over 47 countries across all major continents protecting over 150,000 drivers. We have established operating businesses on major continents to support our provision of driver safety solutions.

Our mission for improving road safety around the world has been recognized by numerous awards. Through our endeavors to remain at the forefront of driver safety, leading international best practice, we have been appointed chair of the European Transport Safety Council (ETSC). We are also partners with the road safety charity, Brake, and one of our directors remains a proud member of their Global Fleet Steering Group. We have also sponsored many annual customer best practice forums and industry events, like Road Safety Week.

Partnership Successes

The most effective measure of our capabilities are evidenced through the success of our existing partnerships. We pride ourselves on the longevity and strength of our partnerships, which is only possible by our consistent delivery of improvements for a strong driver safety culture.

sse — **59%** — 58.6% reduction in RTC Class 1 Accountabilities for a fleet of 8,500 drivers

100% — **Jacobs UK/EUROPE** — 100% decrease in high speed collisions for 2,700 drivers.

Jacobs ADVANCED FACILITIES — **87%** — 87% decrease in motor vehicle incidents per million miles driver for 2,000 drivers

63% — **almirall feel the science** — Incident rate reduced from 115% to 52% in 12 months for 90 drivers

> We have now covered 7 million business miles with zero incidents over 9mph (fault or non-fault).
> - John Newman, HSE Manager SC & DS

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Riskmapp

Driver Safety and Compliance Program

Our driver safety and compliance programs are specially designed to target client's duty of care obligations, legal compliance, best practice solutions, and effectively manage driver risks.

We deliver our core services through our online web application Riskmapp, which is easily accessible by PC, laptop, tablet or smart-phone.

Driver Road Risk Profiling: Risk Assessment

An online questionnaire available in multiple languages, that takes approximately 10 minutes to complete. It identifies where the risks lie and allows organizations to focus interventions in these specific areas to reduce the exposure to risk.

License Checking & Verification

All license checks are completed through Riskmapp where drivers provide license information and consent. Our direct link with the DVLA means drivers with UK-issued licenses receive their license check result instantly, in most cases. As an international provider of driver safety services, We can also verify the validity of licenses issued outside of the UK.

Our bespoke OCR (Optical Character Recognition) technology supports quick, or on-the-go license checking. Drivers can take a photo of their license and upload it, and the OCR will automatically read the license and populate the necessary fields with the relevant information. A paper process is also available where required.
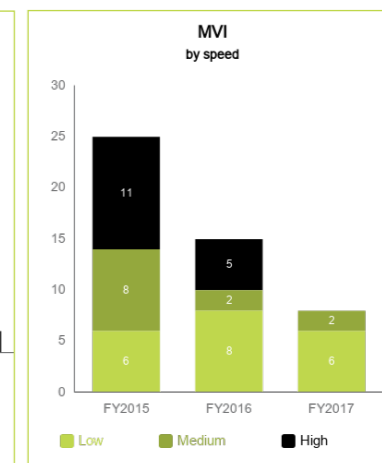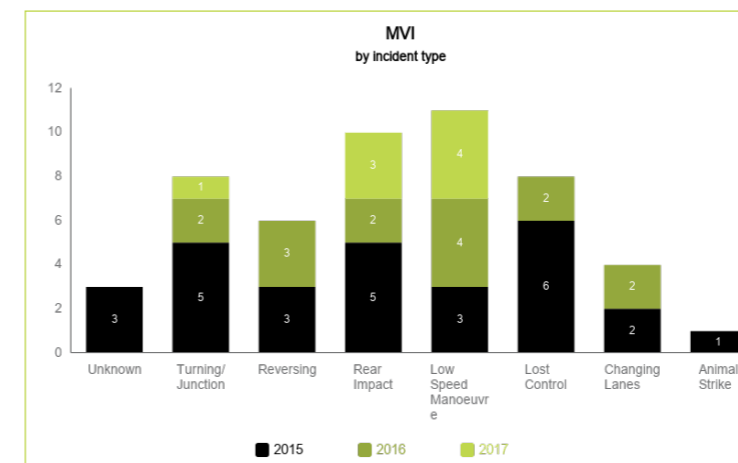
Grey Fleet Management (UK & ROI)

Riskmapp collects key information about personal vehicles used for driving at work. This allows us to monitor how road worthy vehicles are and pro-actively issue reminders to notify when insurance, MOT/NCT and VED are due to expire. Riskmapp also gathers vehicle information, such as: CO2, age and engine cc, providing a valuable source of vehicle MI.

Permit to drive

Completion of the risk assessment and license verification are the core requirement for drivers to obtain a Permit to Drive. The Permit to Drive is a company-official document that verifies that drivers have successfully completed the process and are eligible to drive on behalf of the business. It acts as an approval document which should be mandatory for all employees who drive on company business.

Manager Access

Managers have their own Riskmapp login which gives access to a 24/7 reporting dashboard. Varying levels of access are available to tailor visibility per manager. Risk assessment outcomes, license information, grey fleet information, progress statuses and online training reports are all available to download from the manager dashboard whenever you need it. Our automated alerts will also be delivered to managers through their dashboard as well as by email.

Jacobs
Case Study Results
(2015-2017)

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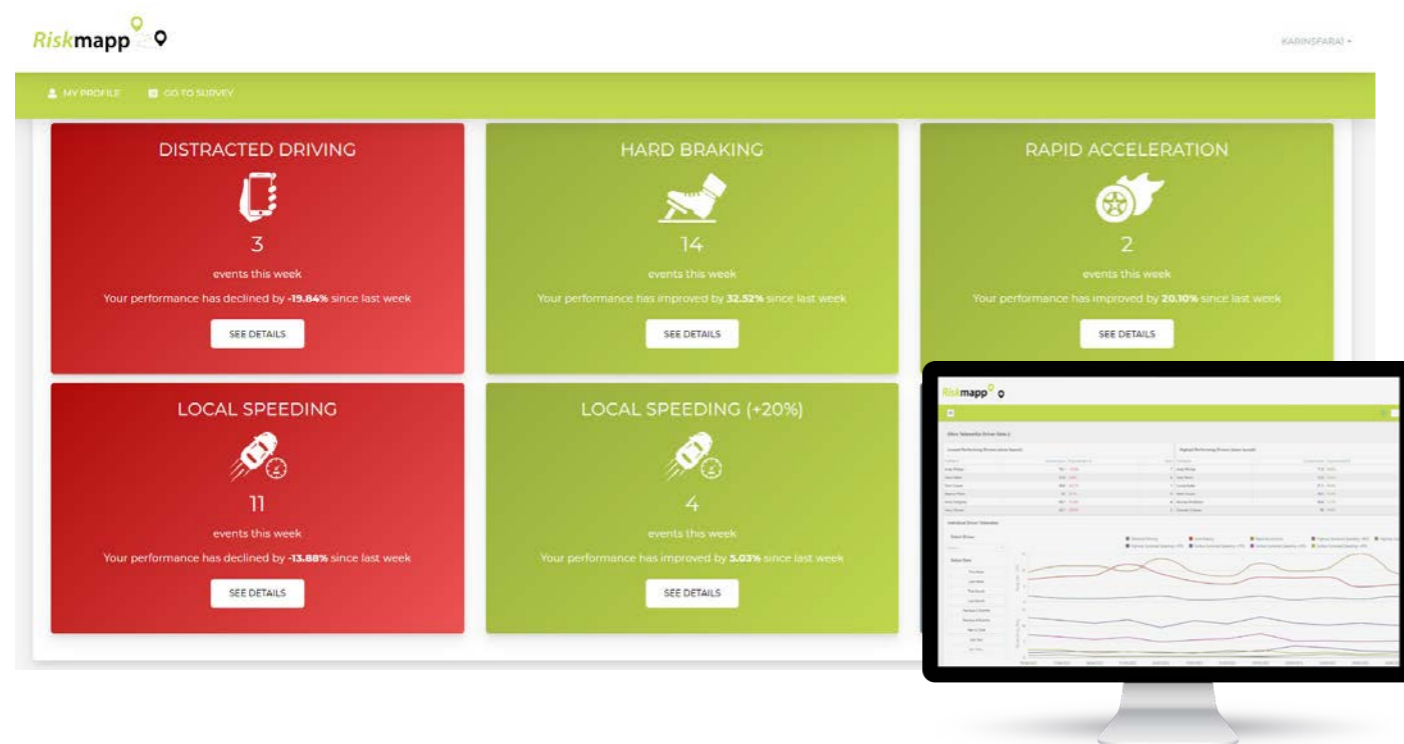Web: www.applied-driving.com

Innovation

Future Thinkers & Innovation

Our team are always looking to see how we can utilize technological advances for enhanced driver safety. By consistently pushing the boundaries, we remain leaders of driver safety and performance management solutions globally. Recent advancements include the application of artificial intelligence (AI) in smartphones for risk-behavior analysis and automated remedy. We also introduced the latest virtual reality (VR) and simulators into our driver training arena.
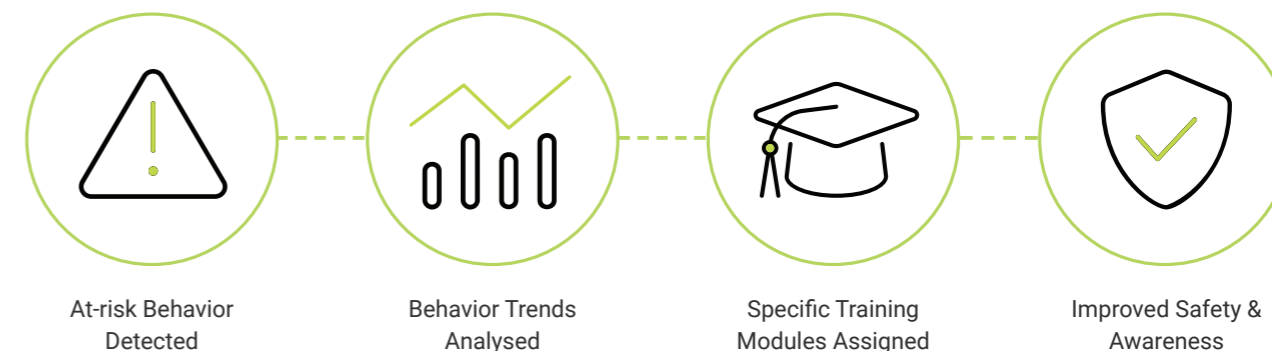
As our partner, you will benefit from each new development we release. Beyond that, you will have open opportunities to create with us by bringing your own ideas, needs, and wishes to our team who will support your requirements.

Our online web application Riskmapp is home to all our core services. As a result, Riskmapp is always being reviewed, developed and worked on to ensure new functionality is regularly being released to benefit drivers, managers and the overall effectiveness of the services we offer.

Companion+

Companion+ is our latest innovative product which analyses driver performance and mitigates potential risk autonomously. The technology is available as a smartphone app, or via telematics integration.

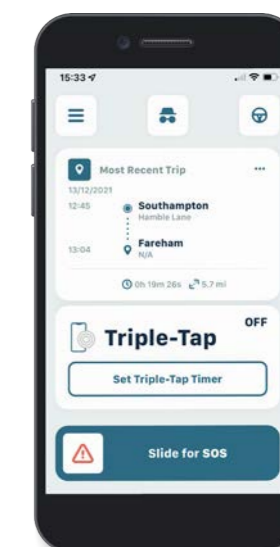| At-risk Behavior Detected	Behavior Trends Analysed	Specific Training Modules Assigned	Improved Safety & Awareness

Companion+ detects potentially risky driving events and over time gets to know drivers behaviors. Companion+ will then send **Safety Messages and Triggered Training**™ modules to improve in areas where risks have been highlighted. As a result of performance feedback and providing the tools for improvement, driver performance increases.

Companion+ Mobile Safety

The *Mobile Safety* app uses **smartphone sensors to identify at-risk driving events** for automatic actions that aim to positively influence driving behavior. The app is unique and requires **no complicated install or plug-in that comes with a traditional telematics device.** The app follows the driver, vehicle to vehicle rather than sitting on one, specific car.

The app runs quietly in the background, **requiring little input** after the initial login. It has no more effect on battery life than most GPS or social media applications. Users can go **incognito** or mark trips as **non-scorable** (i.e. in a taxi or colleague's vehicle). The app is also unique for its **on-device processing** which minimizes data and battery usage.
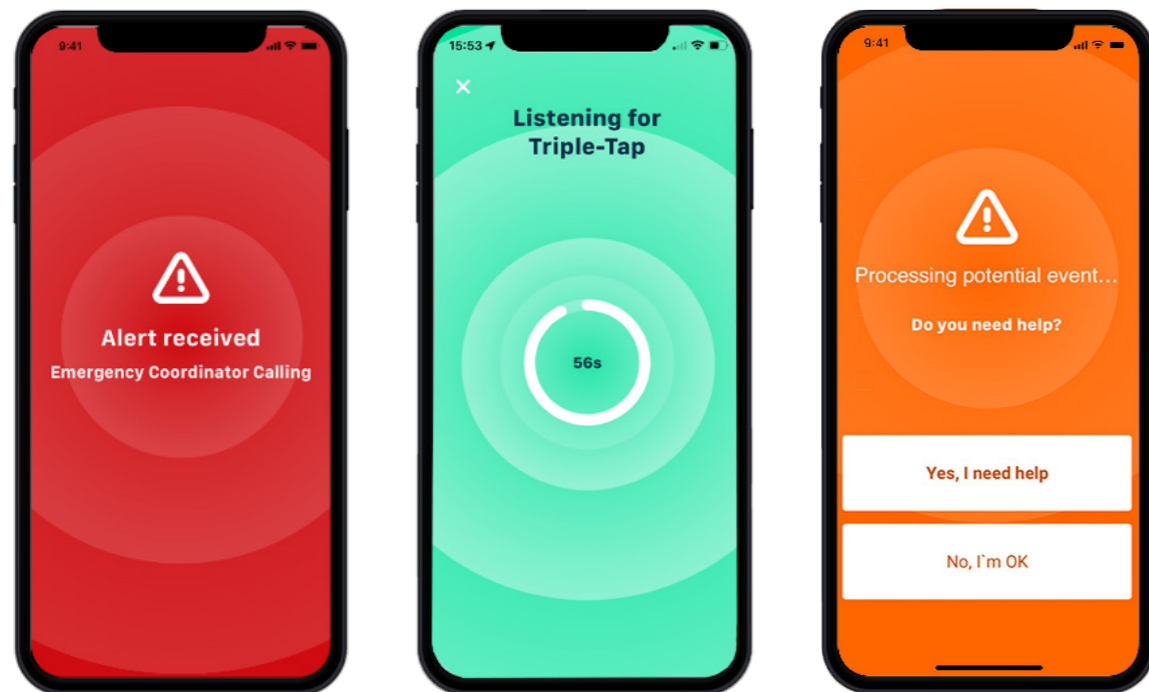
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Companion+

PERSONAL SAFETY FEATURES (OPTIONAL EXTRAS)

Companion+ *Mobile Safety* can boost more than just driver safety. The app's enhanced safety features and emergency call center provide personal safety solutions for use outside of the vehicle.

Additional features include:

- **SOS** - Press the SOS button in the app to get through to the emergency call center.

- **Triple Tap™** - Subtly tap the device three times to notify the emergency call center. They will call to make sure everything is okay.

- **Check-In Timer** - Set a timer in the app for the estimated task length. If the alarm isn't canceled before the time runs out, the emergency center will call the device.

- **Walk With Me** - Feel unsafe? The emergency center will stay on the phone with you until you do.

Companion+
Telematics

Companion+ *Telematics* can integrate with telematics providers to receive driver data, and just like the app, sends automatic **Safety Messages and Triggered Training™** modules to drivers to improve in areas where risks have been highlighted. All without the need for manager intervention.
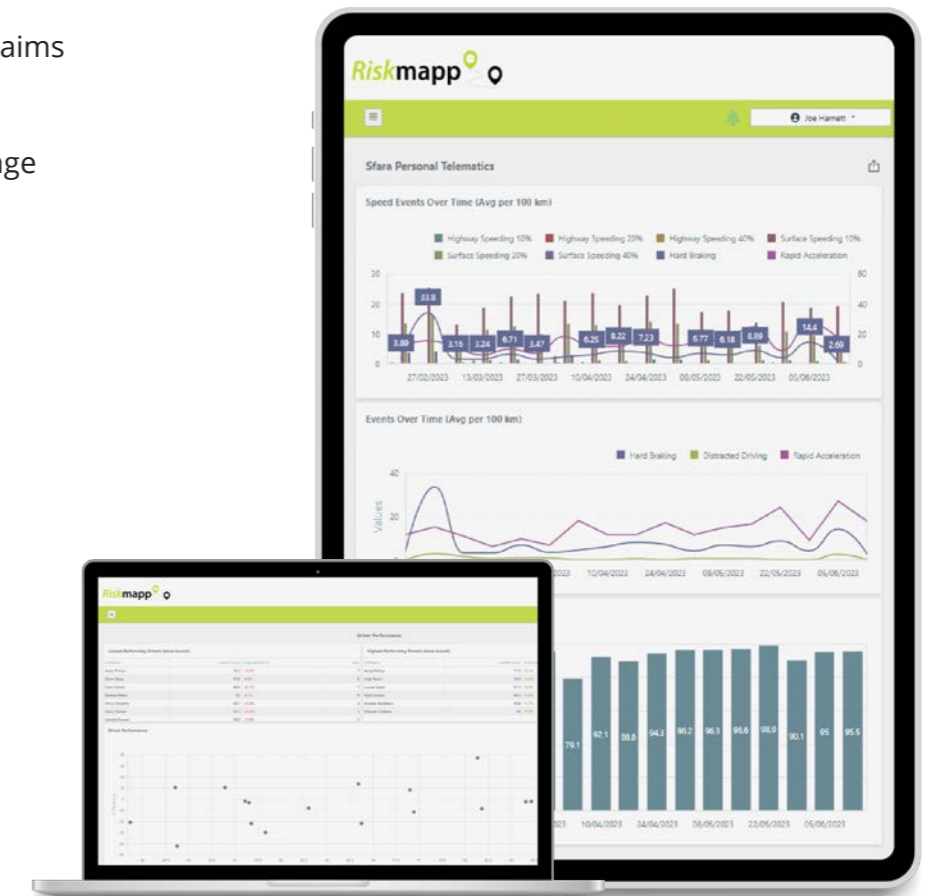
We know it can be time consuming and costly for organizations to make meaningful use of their telematics data streams. Often, they lack the subject matter experts in-house to effectively turn data into positive change. Companion+ *Telematics* has been designed to automate this process.

Benefits to using Companion+ Telematics include:

- Cost savings from incidents & claims
- Improved fuel consumption
- Reduced lost time injuries
- Increased data for positive change
- Reduced administrative tasks
- Free's up resources
- Increased safety

Client Pilot Results: 2022

83% Reduction in Rapid Acceleration

50% Reduction in Harsh Cornering

54% Reduction in Total Average Reduction

53% Reduction in Hard Braking

30% Reduction in Speeding

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In-Vehicle Training

Online Training

We have specialized training partners across the UK that are fully qualified, verified and quality checked by our Head of Training and Development. Trainers are experienced, highly-skilled and typically ex-military or ex-police personnel.

Proactive not reactive. Getting ahead and putting solutions in place before an incident occurs is the most effective way to consistently improve driver safety.

In-vehicle training may be necessary to appropriately manage drivers and encourage positive driving behavior while helping to prevent an incident from ever happening. *Training is tailored to client requirements and is never recommended without due cause.*

We have a variety of in-vehicle training courses to support client's driver safety goals. Many are also applicable to the wider driver population, where necessary.

In-vehicle training can include:

• Defensive Driving (most popular)
• Country Familiarization (drivers abroad)
• Refresher Training
• Vehicle Familiarization (changing vehicle type)
• Trailer Towing
• 4-x-4/Off-Road Training
• HGV Training
• Confidence Building

Train-the-Trainor (Accessor)

We offer training services to organizations to turn key personnel into in-house driving assessors. This trainees will learn to become competent in identifying at-risk driving behaviors that require additional supportive measures.

Training is delivered on-site using company vehicles, and typically takes place over 2-3 days.
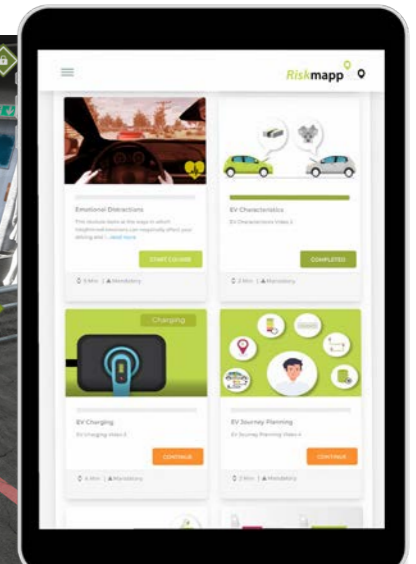
Our modules hosted online in Riskmapp are purposefully designed to tackle driver behavior by creating a supportive, skill-enhancing environment. They are short and engaging, using the latest research to stimulate learning. The modules boast interactive elements that encourage drivers to see the real-life practicality of the knowledge being shared.

We are continuing to expand our development of VR training modules. By incorporating new technologies like VR into driver education, learning retention is significantly increased. The immerse experience of VR allows learners to fully engage themselves in the driving experience, providing real-life application that strengthens the learning. Any modules currently available in VR are indicated in the module list.

Training can be made available in multiple languages and either left- or right-hand drive where necessary. Training can also be made either compulsory or optional for drivers to complete. They can also be released periodically over a set length of time to regularly reinforce safety messages. All training is available on multiple devices, including PC, laptop and tablets.

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Blended Learning

SINGLE MODULES
The majority of training needs are met through the use of online modules. These are carefully selected after thorough risk analysis to help mitigate against the areas of concern identified during the risk assessment.

CLIENT-SPECIFIC MODULES
By working closely with our development team, clients have the unique opportunity to build their own modules tailored to their requirements. Client-specific modules could tackle known driver risk scenarios, sites or environments and can be designed for online learning, virtual reality or simulator experiences.

Modules can be designed with a targeted approach to change behavior, and in response to risk assessment outcomes: Companion+ and/or other data feeds, insurance, complaints and more.

HAZARD PERCEPTION BUNDLE
This bundle of six modules reminds drivers of the importance of looking for potential hazards when driving. Drivers are encouraged to enhance their observational skills through learning of both the obvious and hidden hazards on the road. The bundle can be automatically assigned to drivers in response to the risk assessment outcomes and modules are issued periodically over a set length of time.
Modules in the Hazard Perception Bundle include: Multi-Lane, Urban, Rural, Vulnerable Road Users, Speed Awareness and Avoiding Distractions.

We welcome clients to extend the use of any purchased training modules and share the license with friends and family, enabling unlimited use for an agreed period of time.

Sample Module List

Standard Modules: Average Length 6 - 8 minutes

Physical Distractions
This module highlights the risk associated with physical distractions when driving using interactive elements to test your reaction times. Your understanding of physical distractions and why they are so dangerous will be refreshed.

Emotional Distractions
This module looks at the ways heightened emotions can negatively affect your driving and increase your chance of risk- taking behavior. It will teach you ways to control your emotions so that potentially dangerous situations are avoided.

Personal Safety - Journey Planning
This module will help you plan your journeys to maximize your safety and security. You will understand the associated risks with long journeys, time of day, method of transport and the importance of forward planning.

Speed Awareness
This module reviews the considerable impact that speed has on vehicle stability and stopping distances. It will highlight the importance of concentration and observation to maintain a safe speed.

Driver Fatigue
This module looks at the risks of driving while tired. It highlights the at-risk areas, including total journey time and the affect of the time of day on your ability to drive safely.

Avoiding Rear End Collisions
This module will demonstrate the key techniques to avoid one of the most common types of collision. You will be reminded of how the bubble of safety can help you prevent an incident from ever occurring.

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Module List

Micro Module List

Average Length 3 - 5 minutes

These modules are purposefully designed to provide educational and supportive interventions for typical at risk behaviors identified through Telematics.

Harsh Braking
This module teaches the foundations of space management and the importance of maintaining the bubble of safety around your vehicle. You will understand how hard braking increases your risk of rear-end collisions.

Distracted Driving - Consequences
This module looks at the distracted driving impacts that last a lifetime by reinforcing why it is critical to avoid distractions while driving. You will learn the main distractions and how to ignore them to stay focused and safe when driving.

Harsh Acceleration - Consequences
This module shows you the unexpected impact that rapid acceleration has on your vehicle and how easy it is to lose control. You will understand the potentially deadly consequences the aggressive driving style can have.

Driving at Speed - Stopping Distances
This module demonstrates the substantial effect increased speed has on your stopping distances. It will translate speed to kinetic energy to help you understand the danger of speed to you and others.

Driving at Speed - Consequences
This module will teach you the big impact a small increase in speed can have. It will help you understand the dangerous risks exposed to you and others when driving at speed and the potentially catastrophic consequences.

Safety Videos

Safety Videos: Average Length 2 - 6 minutes

Short videos, often used in a toolbox talk format to raise awareness.

Speed Awareness
This safety video shows the dangers of speeding and the consequences when not sticking to the speed limits. Learn how to become more aware, and utilize your vehicles settings for safe driving.

Rapid Acceleration
This safety video explains how rapid acceleration creates a greater risk of collision and how to prevent it, keeping you and other road users safe.

Hard Braking
This safety video explains what hard braking is, and how the behavioral risk can be prevented when driving your vehicle.

Distracted Driving
This safety video covers how not to become distracted when driving. You will learn the consequences of becoming distracted, and the fatal impacts it could entail.

Alcohol and Drug Driving
This safety video covers how driving under the influence of drink or drugs can be dangerous, and can put you and other road users at serious risk.

Long Journeys
This safety video explains how long periods of time sitting in the same position could have a significant effect on driver health. Learn when and how to take a break for a safe journey.

Horse Riders and The Highway Code
This safety video guides drivers on how they should approach horses when on the road, and the rules from The Highway Code that apply.

Please note, these are only a few of our training modules. Get in touch with one of our team if you are looking for the full list or something specific - we may already have it or can make this custom for you

Testimonials

"By teaming up with Applied Driving we have been able to ensure we are best placed to understand and minimize the risk factors a fleet operation faces in order to meet legal obligations, improve driver safety and ultimately save lives. We are committed to highest levels of road safety and ethical behavior in everything we do, so better protecting our employees, the local community in areas we work in and the wider general public is an important business priority."

Mark Laker | Management of Road Risk Project Manager

"We have worked closely with Applied Driving to create a wide-ranging and innovative program that is closely aligned with our safety objectives.

"Applied Driving's targeted, flexible and managed approach means we are able to overcome the varying challenges of different driver groups to maximize results. "This will enable Amey to build on its commitment to occupational road risk and ensure we are working with a partner that shares our values."

Tom Lawless | Fleet and Plant Director

"Applied Driving has worked closely with us to deliver a bespoke solution to meet our training requirements and help us mitigate the risk to our drivers enhancing our safe driving culture. This multifaceted approach included the roll out of a nationwide program of road safety workshops and the delivery of other targeted support to drivers such as e-learning, theory workshops and in-vehicle training. Not only has this activity been embraced by our staff, we are also delighted to have our efforts recognized by two driver and fleet safety awards from the road safety charity Brake"

Karen James | Head of Health & Safety

"Following an internal strategic review of operational risk, Silentnight identified a significant exposure in how we managed work-related road risk. Through our partner, SG Fleet, we appointed Applied Driving to implement a Safety & Compliance Program. The program included a tailored schedule of online driver training to provide employees education and support to help minimize their exposure to road risks. It has provided us a framework for managing our risks and delivered year-on-year completion rates of 98%+."

Sharron Cunningham | Senior Buyer

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