MIKE ALBERT

2026 Fleet Driver Safety Trends Report: Building Safer, Smarter Fleets

DESTINATION: DRIVER SAFETY

FLEET SOLUTIONS

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> While there are certainly organizations making strides in this area, a comprehensive, top-down commitment to safety is still lacking across much of the industry.

Addison Thomas, VP Sales, Dealer Tire®

INTRODUCTION

Make safety your fleet's competitive advantage.

Crashes don't just dent fenders; they impact your bottom line, reputation, and relationships. The most recent USDOT data from May 2025 estimates a single fatality crash at $14.8 million, an injury crash at $329,500, and even a "no-injury" crash at $9,500. Those are direct, measurable hits before you factor in downtime, lost utilization, and higher premiums. Beyond costs, a crash can mean a missed service window, a customer without heat, and a technician who takes that stress home.

Safety isn't just compliance.

Your fleet's safety record directly shapes your brand reputation. In 2023 alone, 5,472 people lost their lives in crashes involving large fleet vehicles, and 70% of those were occupants of other vehicles. Every incident can become a headline in a customer's community, influencing how your partners judge risk.

Customers are paying attention and future partners increasingly weigh safety performance when awarding contracts. Strong safety signals open doors; weak ones close them. Insurers are watching too: Following serious losses, premiums can spike dramatically, squeezing margins and pushing smaller operators to the brink.

The upside? Safety investments now pay back across your P&L with:

- Fewer collisions and claims
- Steadier uptime
- Lower fuel and maintenance variance
- Stronger win rates with risk-sensitive customers.

And beyond the bottom line, new safety technologies are turning reactive compliance into proactive performance.

By 2030, proactive safety will be as critical a KPI as uptime.

In this report, you'll see where the highest-leverage safety trends are—AI risk prevention, ADAS, wellness, culture, and sustainability—along with ROI ranges and practical steps to get started. We'll cover technology fit, policy and training cadence, data integration, and change-management moves that make safety part of your culture, not just your compliance.

TREND 1:

Predictive Analytics & AI-Driven Risk Prevention

AI turns data into fewer accidents.

You've used telematics data for years, but now artificial intelligence (AI) lets you predict and prevent future risks. These AI tools turn your fleet's data—GPS/telematics, dashcam video, vehicle diagnostics, and claims history—into early warnings and targeted interventions. Preventive AI models can consider millions of data points and process them in near-real-time in a way that scoreboards can't, comparing your driver to similar drivers at other fleets and considering factors like area- and vehicle-based risks. Models spot patterns that precede incidents (speeding, harsh events, distraction, risky routes, brake wear, tire pressure issues) and generate driver risk scores, vehicle health forecasts, and risk maps.

Actions are immediate and practical: real-time in-cab alerts (tailgating, phone use), proactive maintenance scheduling, and exception reports for supervisors. The result is fewer collisions and claims, less downtime, tighter fuel control, and stronger compliance, while documenting exactly what happened and why.

Real-time, in-cab driver feedback.

One emerging use of AI for fleet safety is in event-based video recording. Traditional dashcams are only helpful after the fact, whereas AI dashcams use edge computing to analyze video in real time to detect hazards and coach drivers in the cab.

With in-cab and forward-facing cameras, the artificial intelligence software can monitor for road behavior, like tailgating or fast cornering, and also in-cab behaviors such as cell phone use, fatigue, or distracted driving. Instead of this data being saved for intervention by a fleet manager later, a voice notification plays in the cab, potentially making a real-time correction of risky behaviors and stopping an incident before it starts. And real-time feedback can be positive too, such as using verbal alerts for good defensive driving.

DATA POINT

Using predictive models dropped a fleet from 1.8 to 0.72 collisions per 1,000,000 miles.

Source: Geotab

ACTION ITEM

Pilot AI-powered dashcams on a subset of routes to provide real-time feedback and incident detection.

Reduced burden on fleet managers.

In the past, dashcam footage was reviewed somewhat sporadically. Fleet managers would look at footage after an incident, but by that point, it'd be too late for intervention.

Now, AI reviews **everything**, so even the smallest indicators are seen and logged. In service operations, AI technology flags the "silent money leaks"—low-speed curb strikes, mirror clips in tight streets, and driveway backing scrapes—so supervisors can coach patterns before they become claims.

Lower insurance premiums.

Many insurance companies offer discounts on premiums for having safety and tracking devices installed, and sometimes even larger discounts for sharing dashcam footage and telematics data. HDVI, for example, offers an instant discount of 20% for sharing the last three months of data from compatible devices.

Protection from litigation.

Commercial vehicles often operate in busy job sites and neighborhoods, or on fast-moving highways and public roads. Video footage provides clear evidence in case of accidents, damage claims, or disputes, protecting both your company and your drivers from false accusations. A 2023 American Transportation Research Institute (ATRI) study found that footage from road-facing and driver-facing cameras helps exonerate commercial truck drivers in a significant percentage of litigation cases and insurance claims.

DATA POINT

AI spots risk before it becomes reality.

Geotab's GO Focus Plus AI camera has detection accuracy for critical events, like distraction, fatigue, and tailgating, of above 99%.

Source: Geotab, Results from 2025 pilots

DATA POINT

Mitigating the rising cost of insurance.

From 2024 to 2025, the cost to insure physical damage increased by 18% and auto liability rose between 7.5 and 20%.

Source: 2025 Transportation Market Outlook, Risk Placement Services

> The threat of nuclear verdicts is on the rise. Drivers and fleets need to protect themselves; you really need to have an impartial voice in the courtroom.

Justin Kammerer, Senior Product Manager, Geotab

Big helper, not big brother.

Studies show that drivers are reluctant to accept in-cab cameras. For example, a 2023 ATRI study found that drivers' approval rating of in-cab recording was just 2.2 out of 10, with even lower approval among women drivers. However, when drivers understand that event-based recording technology is there to help them, not monitor them, they become more receptive.

Geotab found that 68% of drivers approved of new technology that would help improve performance, and ATRI reported an 87% increase in driver approval when carriers used video footage for proactive safety measures.

Most accidents involving trucks are caused by other drivers, according to the National Highway Traffic Safety Administration (NHTSA) and the American Truck Association. Dashcam footage is far more likely to exonerate your drivers than to be used against them. Setting clear policies, such as no random monitoring and defined data retention, helps build trust. Make it clear that you use video first for coaching and recognition, not punishment.

ACTION ITEM

Use AI-generated risk scores to identify at-risk drivers and schedule targeted coaching sessions.

PREDICT AND PREVENT ACCIDENTS WITH AI-POWERED INSIGHTS.

When drivers see technology as a tool for safety and support, not surveillance, they're more likely to embrace it, and your fleet benefits from fewer incidents and stronger compliance.

DATA POINT

Most truck accidents aren't the driver's fault.

Between 80 and 90% of accidents involving trucks are caused by other drivers, not the truck driver.

Source: NHTSA, American Truck Association

DATA POINT

Event-based recording benefits fleets.

According to a 2024 survey of 600+ fleets:

- **44% reported reduced insurance costs**
- **48% reduced accident costs claims**
- **47% achieved a positive ROI in under a year**

Source: Verizon 2024 Fleet Technology Trends Survey

TREND 2:

Advanced Driver Assistance System (ADAS) & In-Cab Technology

Smart tech keeps your drivers—and your business—safe.

Advanced Driver Assistance System (ADAS) features—like automatic emergency braking, lane departure warnings, and blind spot monitoring—use cameras, radar, and smart software to help your drivers avoid hazards and reduce crash severity. By detecting risks early and assisting with braking, steering, and speed, ADAS delivers measurable safety improvements, lowers collision costs, and supports compliance goals. When you upfit your fleet with ADAS, you get more consistent driving behavior, better protection for your people and vehicles, and a stronger brand reputation.

Common ADAS features include:

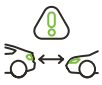
- **Automatic emergency braking (AEB):** Warns of imminent crashes and can brake automatically for vehicles, pedestrians, or cyclists.
- **Lane departure warning (LDW):** Alerts drivers if they drift out of their lane.
- **Blind spot monitoring:** Warns of vehicles in blind spots and can intervene to prevent sideswipes.
- **Rear cross-traffic alert and rear auto-braking:** Prevents backing collisions.
- **Adaptive cruise control:** Maintains safe following distances, even in stop-and-go traffic.
- **Parking sensors and rearview cameras:** Helps drivers avoid obstacles when parking or reversing.
- **Trailer assist:** Guides steering while reversing with a trailer using camera overlays or a control knob.

ACTION ITEM

Fleet cycle strategy could help you introduce ADAS by replacing older vehicles with new ones that feature ADAS as standard.

Equip your fleet with technology that protects drivers.

A 2025 Insurance Institute for Highway Safety (IIHS)/Highway Loss Data Institute (HLDI) study on the benefits of crash avoidance technologies found significant risk mitigation benefits of ADAS features:



Automatic emergency braking.

- **50%** Front-to-rear crashes
- **56%** Front-to-rear crashes with injuries
- **14%** Claim rates for damage to other vehicles
- **24%** Claim rates for injuries to people in other vehicles
- **41%** Large truck front-to-rear crashes

Automatic emergency braking with pedestrian detection.

- **27%** Pedestrian crashes
- **30%** Pedestrian injury crashes

Blind spot detection.

- **14%** Lane-change crashes
- **23%** Lane-change crashes with injuries
- **7%** Claim rates for damage to other vehicles
- **8%** Claim rates for injuries to people in other vehicles

Lane departure warning.

- **11%** Single-vehicle, sideswipe, and head-on crashes
- **21%** Injury crashes of the same types

Rear automatic braking.

- **78%** Backing crashes (when combined with rearview camera and parking sensors)
- **9%** Claim rates for damage to the insured vehicle
- **29%** Claim rates for damage to other vehicles

Rearview cameras.

- **17%** Backing crashes

Rear cross-traffic alert.

- **22%** Backing crashes

The impact is clear:

- Automatic emergency braking cuts rear-end crashes by 50%.
- Lane departure warnings reduce sideswipes and head-on crashes by 11%.
- Blind spot alerts lower lane-change crashes by 14%.
- Rear auto-braking slashes backing incidents by 78%.

Calibration matters.

While ADAS can be a life saver, it's only as good as its last calibration. A study by IIHS shows that a slight misalignment can cause major reduction in effectiveness. Ensuring systems are properly recalibrated to OEM standards after accidents is crucial.

"We've seen a measurable reduction in collision claims where ADAS features are properly functioning and maintained." Addison Thomas, VP Sales, Dealer Tire

5 ways to maximize ADAS benefits when upfitting vehicles.

1. **Match ADAS features to your fleet's risk profile.** Use claims and telematics data to target your top loss drivers.
2. **Integrate ADAS with your telematics.** Ensure ADAS events feed your telematics/video platform (APIs, event metadata, timestamps) for coaching and ROI tracking.
3. **Calculate total cost & ROI.** Factor in purchase price, insurance credits/surcharges, calibration costs, downtime, glass/bumper repair rates, and residual value.
4. **Plan for proper calibration.** Ensure equipment doesn't block sensors and schedule recalibration after repairs. If you run roof ladder racks or grille guards, verify OEM keep-out zones so radar and cameras aren't blocked; plan glass/bumper calibration whenever windshields or fascia are replaced.
5. **Train drivers on ADAS.** Build trust by explaining how these systems help—not hinder—their safety. Coach drivers on use and limitations.

DATA POINT

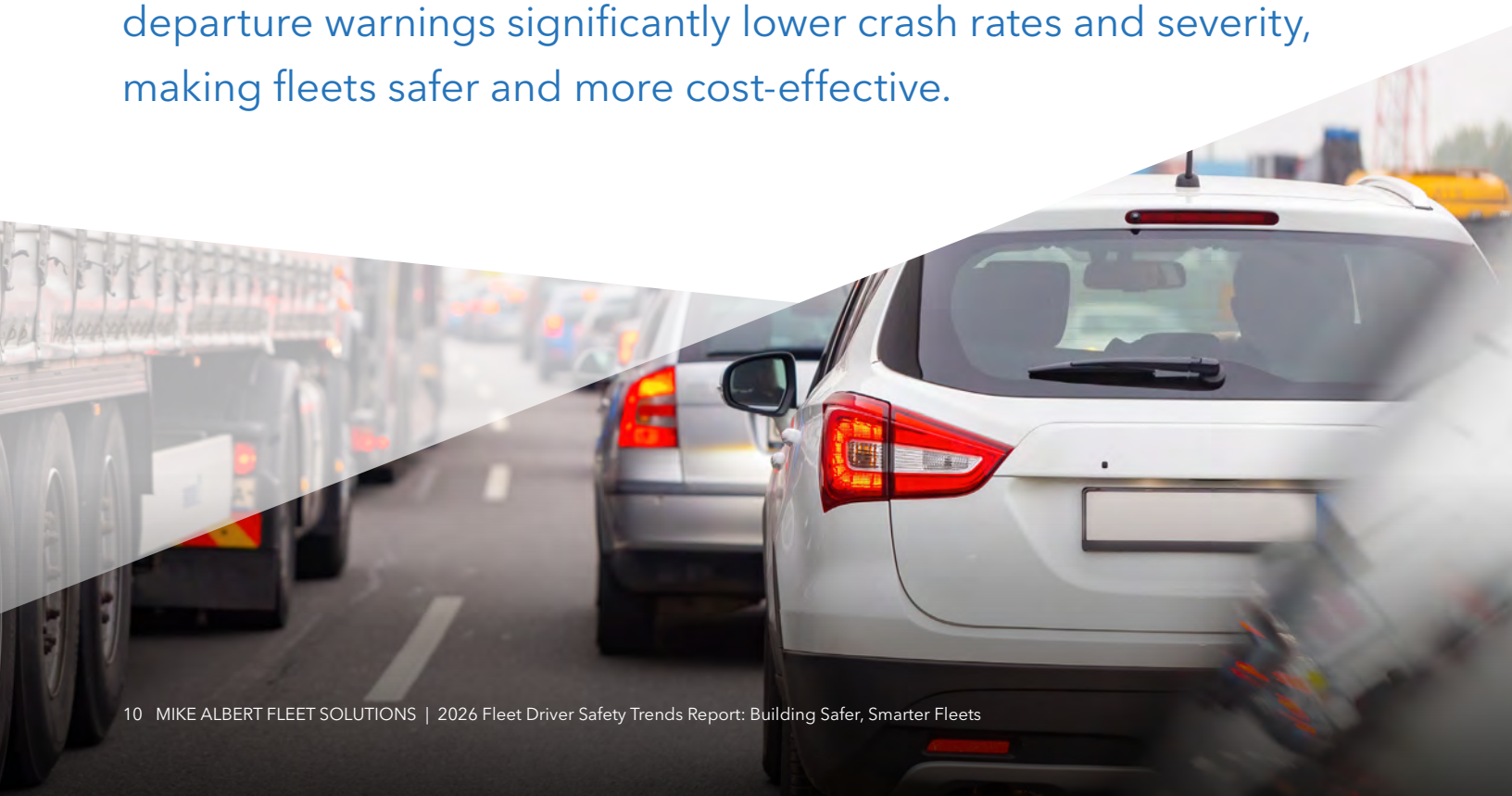
Safety isn't just smart; it's profitable.

ADAS delivers a $5 ROI for every $1 invested.

Source: The Federal Motor Carrier Safety Association

SMART SAFETY TECH REDUCES CRASHES.

ADAS features like automatic emergency braking and lane departure warnings significantly lower crash rates and severity, making fleets safer and more cost-effective.



TREND 3:

Driver Wellness as a Safety Strategy

Boost driver wellness to reduce risk and improve performance.

Driver fatigue is a major safety risk, and it's often underestimated. While the NHTSA attributes 1–2% of police-recorded crashes to tired drivers, a 2024 AAA Foundation study suggests the true figure may be nearly ten times higher.

A 2024 AAA study showed fatigue was a factor in up to 17.6% of fatal crashes between 2017 and 2021, and many drivers don't realize when they're tired. In a 2023 AAA study, 75% of those who said they felt alert actually showed moderate to high signs of drowsiness.

Technology aids.

Video telematics has an obvious role in this solution. AI-powered event recorders can detect signs of fatigue and distraction, issuing real-time voice alerts to prompt drivers to rest or refocus. These systems also flag risky driving behavior, such as distracted driving or cell phone use, and issue an immediate warning while allowing fleet managers to intervene before incidents occur.

ACTION ITEM

Use AI telematics to detect signs of fatigue and prompt drivers to take breaks.

DATA POINT

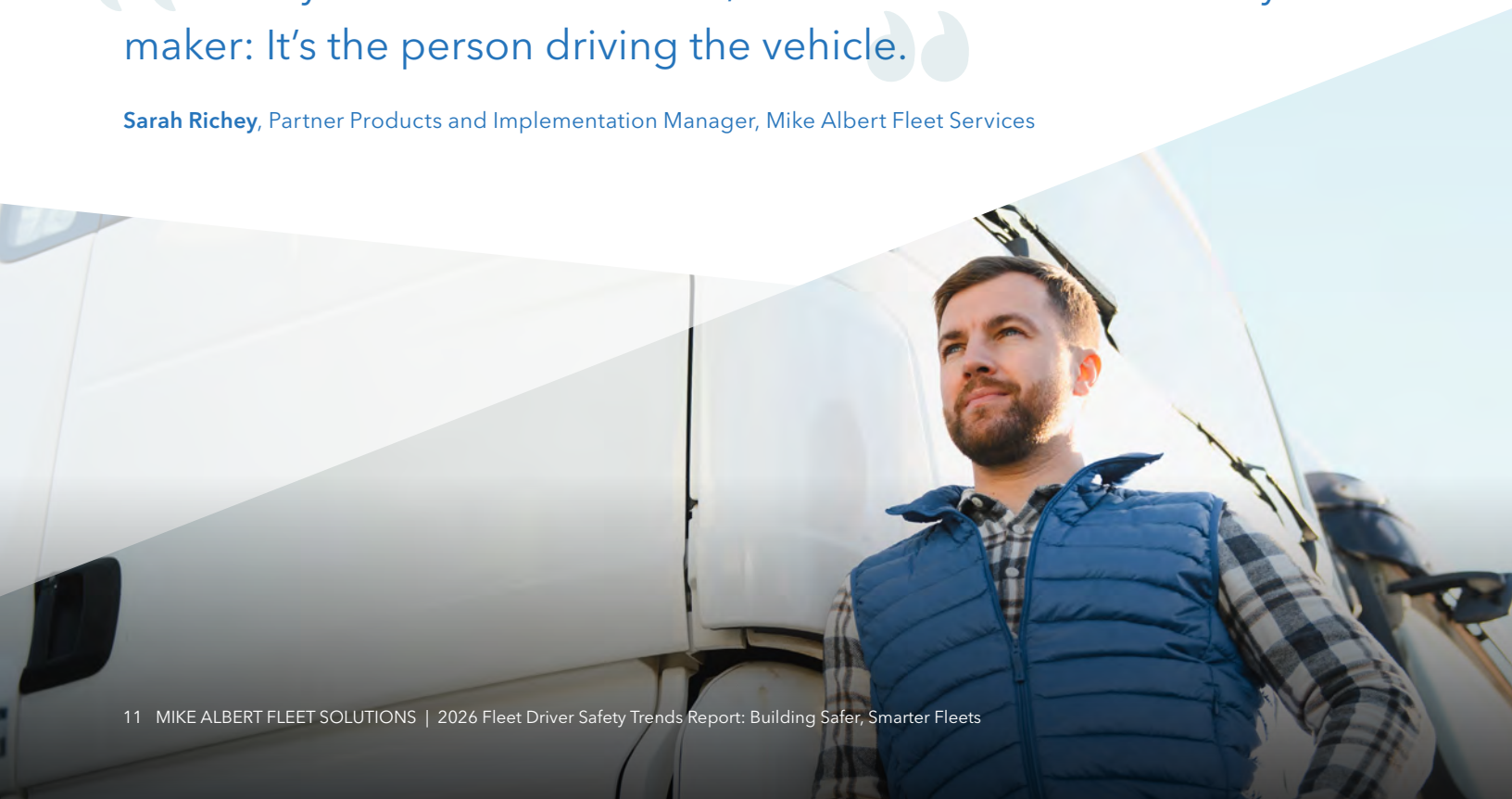
Coaching + feedback slashes incident rates.

Fleets saw a 61% reduction in incidents when combining in-cab feedback with supervisory coaching.

Source: Journal of Safety Research

> The reality is that for most fleets, the vehicle isn't their money maker: It's the person driving the vehicle.

Sarah Richey, Partner Products and Implementation Manager, Mike Albert Fleet Services



Coaching drives results.

A study for the Journal of Safety Research showed that pairing in-cab feedback with regular coaching is highly effective. During the study, fleets saw a 61% reduction in incidents when supervisors met weekly with drivers flagged for severe video events. Coaching after the fact instead of relying solely on automated alerts helps change behavior for the long term.

Pairing AI-enhanced video with CEI's MVR reporting software that tracks location, speed, causes, and timing of accidents can help to identify trends. When a troubling incident is flagged or a trend is spotted, at-risk drivers are assigned video coaching modules to help them address risky behaviors quickly and conveniently.

Proactive training matters.

A successful driver wellness strategy includes scheduled safety training and refreshers, with a set timeframe for intervention or event-triggered coaching.

Your training schedule might look like:

- **Quarterly micro-trainings:** Short refreshers targeted to your top loss types (rear end, backing, lane change), ideally using your own dashcam/telematics clips.
- **Annual refreshers & ride-alongs:** 60–90 minutes of training plus a behind-the-wheel evaluation and policy sign-off; include any law/regulatory updates.
- **Event-triggered coaching:** Within 72 hours of a collision, near-miss, or risky trend (speeding, distraction); set a 30–90 day improvement plan.
- **Seasonal/operational updates:** Short modules before winter/summer, for new routes/customers, major upfits, or tech changes (new ADAS, EV models).

In a typical fleet, 20% of drivers represent 80% of the risk, so you'll want to tailor training frequency to driver risk level. New or higher-risk drivers may need monthly sessions, while low-risk drivers can stick to the regular cadence.

ACTION ITEM

Document training and wellness participation to unlock insurance benefits and measure ROI.

DATA POINT

Defensive driving training delivers real results.

After training, fleets saw accident rates drop by 21% and traffic violations fall by 63%, with every dollar spent on defensive driving training returning up to $6.

Source: National Traffic Safety Institute

TRAINING TIPS

- **Keep sessions short.**
- **Track outcomes (claims, CSA, telematics scores).**
- **Document training to unlock potential insurance benefits.**

DATA POINT

More training, fewer incidents.

Fleets with supplemental training see up to 40% fewer accidents.

Source: National Highway Traffic Safety Administration

Return on investment on wellness.

Driver wellness programs don't just cut accidents; they deliver impressive returns on investment. These programs are now mainstream: NPTC's benchmarking shows 74% of fleets offered a program in 2023. A study for Workplace Health and Safety showed fleets with wellness programs saw real benefits:

- 23.1% saw fewer hospital claims.
- 19.6% saw fewer disability issues.

Zippia, a career advice organization, agrees, estimating that 72% of employers see a reduction in healthcare costs after implementing a wellness program.

Good mental health may even improve driver performance. In a Geotab study:

- 68% of drivers reported that work-related stress negatively affects their driving.
- 78% of drivers said that stress adds to road dangers.

Retention improves with wellness.

Replacing a single driver can cost up to $13,000, according to Deloitte. High well-being is linked to higher retention, making wellness programs a smart investment in today's competitive market.

DATA POINT

Investing in driver wellness pays off.

Fleets with driver wellness programs have seen a 6-to-1 return on investment, along with fewer accidents and reduced healthcare costs.

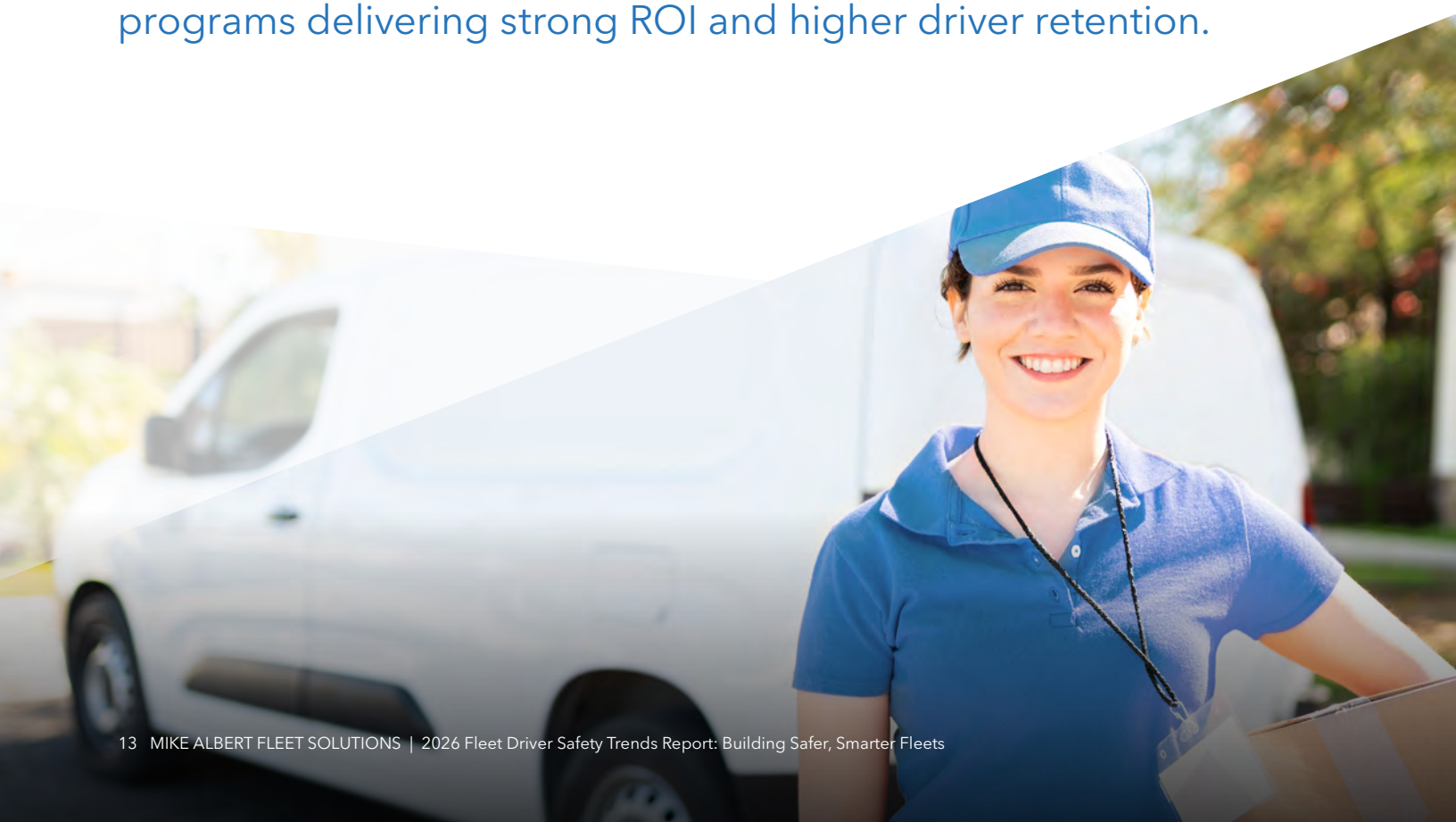
Source: Zippia

ACTION ITEM

Schedule micro-breaks and rotate high-demand routes to help prevent burnout, especially during seasonal surges.

WELLNESS PROGRAMS BOOST SAFETY AND RETENTION.

Investing in driver wellness and regular coaching dramatically reduces incidents and improves performance, with wellness programs delivering strong ROI and higher driver retention.



TREND 4:

Sustainability & Safety Intersections

Prepare your fleet for the future of mobility and safety.

New mobility trends, like electric vehicles (EVs) and autonomous vehicles, bring both opportunities and risks for your fleet. As you consider adding these technologies, it's critical to understand and address their unique safety challenges. That said, EVs can hold significant benefits for fleets, including lower operational costs and enhanced brand perception, so finding ways to mitigate these risks is worthwhile.

EVs bring new safety risks.

33%
heavier than ICE vehicles

EVs are, on average, 33% heavier than internal combustion engine (ICE) vehicles. This extra weight means EV drivers have a 40% lower risk of injury in a crash, but the vehicle itself has a 50% higher risk of causing damage or injuries to others.

31%
costlier claims

A survey published by LexisNexis Risk Solutions found that claims involving EVs are 15% more severe and cost 31% more. Another study found that EVs recorded fewer harsh driving events than ICE vehicles, but still accounted for more at-fault claims.

3x
more likely to have accidents

Drivers who are new to EVs are three times more likely to have accidents according to Steinberg Law Firm. This may be because EVs accelerate faster and handle differently than ICE vehicles, so it can take some time for drivers to get used to them.

Train drivers to close the EV safety gap.

The good news: The risks above decrease as drivers gain experience. Insurer data summarized by APCIA shows it can take about three years for new EV drivers to reach the same safety level as those driving with conventional vehicles. Proactive training on EV operation, performance, and daily maintenance can help to keep claims low and safety performance high.

ACTION ITEM

Assess which drivers need EV-specific training before introducing electric vehicles to your fleet and provide hands-on training for both EVs and semi-autonomous features to close the safety gap.

Autonomous vehicles are on the horizon.

Many believe autonomous vehicles are the future of the fleet. Autonomous fleets are expected to hit US highways by 2027 and all roads by 2030, per McKinsey.

Autonomous vehicles are still emerging and safety concerns remain. Since 2019, the NHTSA has recorded 736 autopilot-related crashes in the US, including at least 17 fatalities and several severe injuries. Despite these challenges, experts like Laurie Yoler of Playground Global believe that fully autonomous vehicles could eventually save 40,000 lives per year by eliminating driver error.

DATA POINT

Autonomous vehicle prices to drop.

The cost of autonomous vehicles will drop by 80% by 2035.

Source: McKinsey

Prepare now: ADAS is your bridge to autonomy.

While full autonomy is not yet available for fleets, many ADAS technologies—such as automatic braking, lane keeping assist, adaptive cruise control, and traffic jam assist—already help drivers avoid incidents by anticipating dangers.

The future is approaching quickly: In 2025, Aurora launched the first commercial self-driving trucking service between Dallas and Houston, with autonomous trucks now logging tens of thousands of miles. Fully autonomous driving may be closer than you think.

ACTION ITEM

Keep up with emerging autonomous vehicle technologies and plan for gradual adoption.

Plan now for tomorrow's fleet safety challenges.

As you prepare for EVs and autonomous vehicles, ask yourself:

- Do your drivers need EV-specific training before rollout?
- Which semi-autonomous ADAS features can help reduce incidents now?
- What new autonomous features are likely to be available in the near future?

NEW TECHNOLOGIES REQUIRE NEW SAFETY STRATEGIES.

Emerging technologies like EVs and autonomous vehicles offer new opportunities and risks, requiring targeted training and planning to ensure safety and maximize benefits.

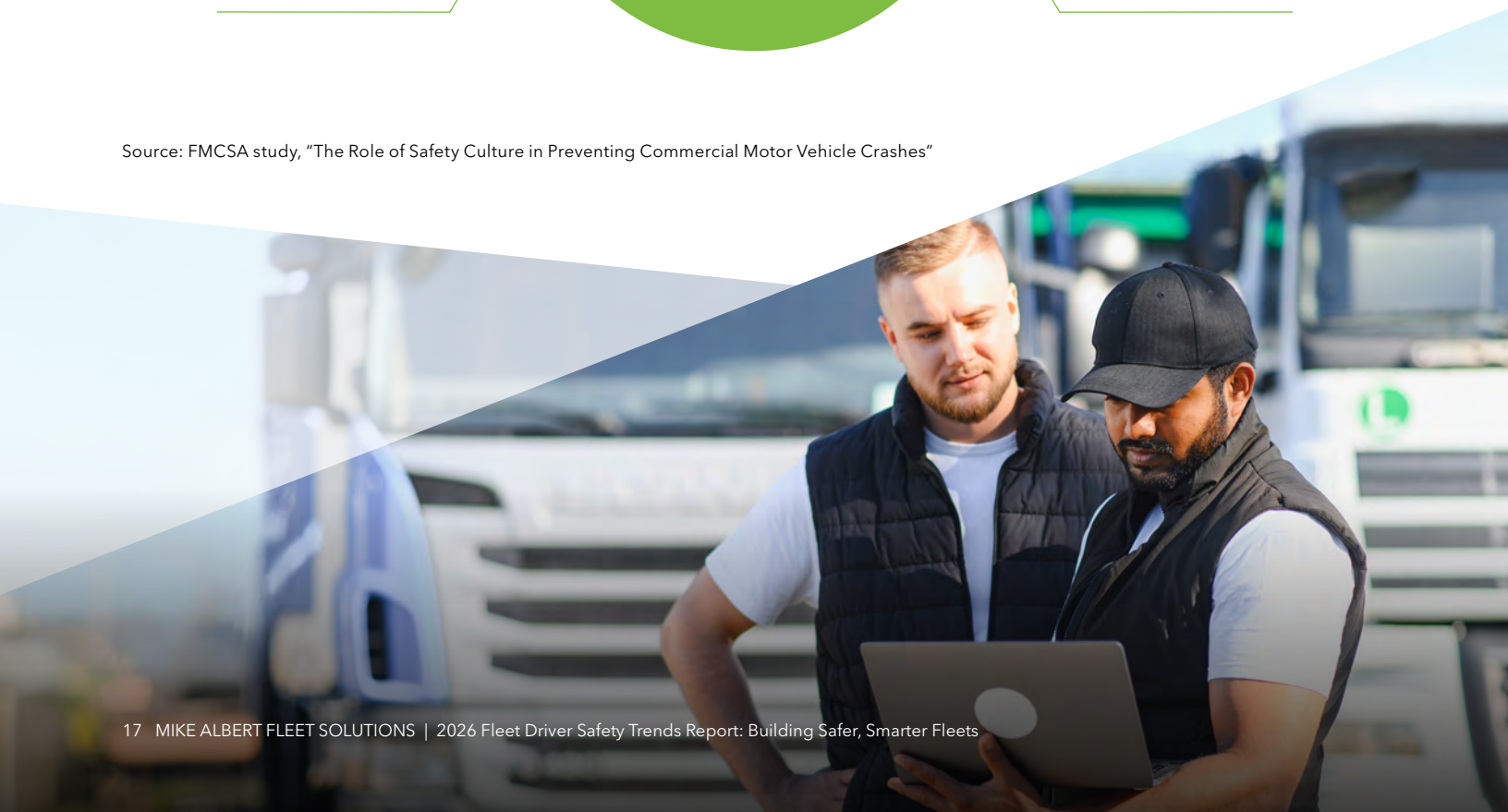
TREND 5:

Safety Culture & Leadership

Lead with safety to build a resilient fleet culture.

Building a true safety culture takes commitment, but the benefits—fewer accidents, better retention, and stronger business performance—are clear. An FMCSA report found that fleets that prioritize safety culture see fewer roadside violations, higher driver retention, and improved business survival. The CDC recognizes that higher safety-climate scores correlate with lower recordable incident rates; safety climate is a proven leading indicator of safety outcomes.

Source: FMCSA study, "The Role of Safety Culture in Preventing Commercial Motor Vehicle Crashes"



Top-down communication drives change.

Your safety culture needs to be visible to be successful. Your team takes their cues from leadership. Clear, consistent communication from the top aligns goals, removes ambiguity, and makes safe behaviors the default. According to McKinsey, organizations with CEOs that communicate a compelling change story are nearly six times more likely to succeed in transformations.

However, words need to be followed by actions. In PwC's 2021 Global Culture Survey, only 19% of employees in low-connectivity organizations said leaders "walk the talk," versus 88% in high-connectivity organizations. When leaders don't model the culture, employee buy-in (connectivity) collapses.

DATA POINT

CEO communication fuels transformation.

Organizations are 5.8 times more likely to succeed when CEOs actively communicate a compelling vision for change.

Source: McKinsey

ACTION ITEM

Open weekly meetings with one fleet safety win (e.g., a saved claim caught by AEB); then name one focus behavior for the week.

Clear policies set expectations.

Talking about safety isn't enough; visible policies must back up your words. A 2025 study for the Harvard Business Review found that across companies that had launched formal company culture initiatives since 2022, 72% showed no meaningful improvement in employee trust, engagement, or retention one year later. Employees heard the talk, but didn't see the action. While it's important for leaders to talk about the plan, there has to be visible policy too.

A good written policy should go beyond compliance and include:

- **Vehicle operation guidelines:** Speed limits, distracted driving rules, and required rest breaks.
- **Incident reporting:** Step-by-step protocols for accidents, near-misses, and equipment failures.
- **Substance use policies:** Clear-cut drug and alcohol regulations with zero ambiguity.
- **Inspection and maintenance procedures:** Defined schedules and responsibilities to prevent mechanical failures.

DATA POINT

Minor violations can double crash risk.

Drivers with a failure-to-signal conviction are 116% more likely to crash, while a single speeding violation increases crash risk by 47%.

Source: American Transportation Research Institute

ACTION ITEM

Regularly review and update written safety policies, making them visible and accessible to all staff.

Recognition for safe behavior: benchmarking & rewards.

Some drivers take more risks than others. Benchmarking driver behavior helps you identify which drivers are at higher risk and who consistently demonstrates safe habits. By tracking data points like harsh braking, sharp cornering, and failure to signal, you can tailor training and support to those who need it most.

Recognizing and rewarding safe driving isn't just good for morale; it's proven to boost performance. Studies show that fleets actively rewarding drivers for better performance see measurable improvements in safety. For example, a 2024 telematics study found that 71% of fleets had seen improved driver performance through driver rewards programs. Whether it's public recognition, incentives, or other rewards, positive reinforcement encourages drivers to maintain safe habits and helps build a stronger safety culture across your fleet.

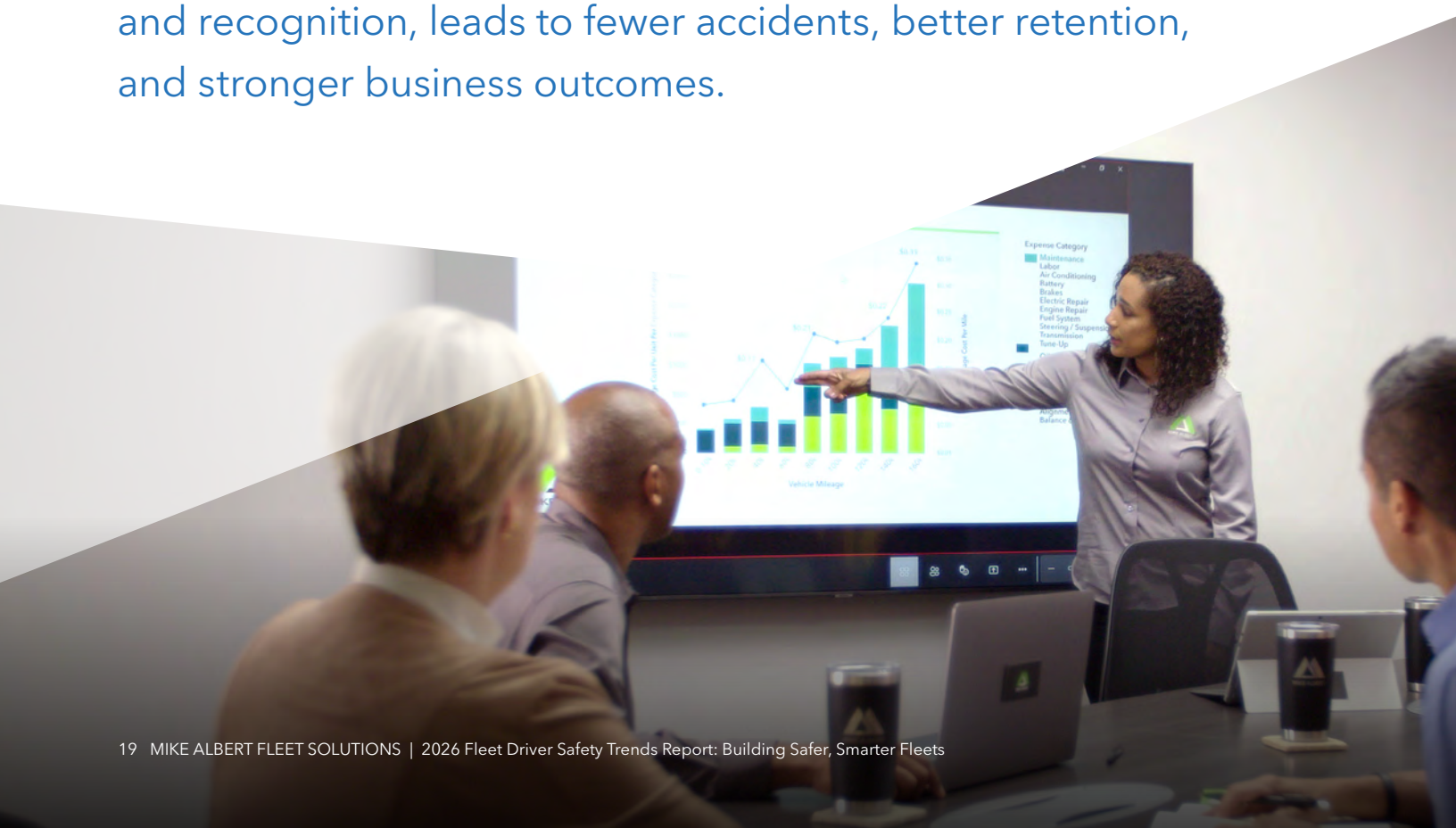
> When you reward the positive behaviors instead of focusing on the negative behaviors, you start to shift your safety culture.

Sarah Richey, Partner Products and Implementation Manager, Mike Albert Fleet Services

ACTION ITEM
Use benchmarking to set clear goals, monitor progress, and celebrate safe driving milestones.

LEADERSHIP SETS THE TONE FOR SAFETY.

A visible, top-down safety culture, supported by clear policies and recognition, leads to fewer accidents, better retention, and stronger business outcomes.



> Safety is additive. When you move from being reactive to proactive, the more you put in, the more you get out.

Justin Kammerer,
Senior Product Manager, Geotab®

CONCLUSION

Make safety your fleet's growth engine.

Whether you operate 15 service vans or 1,500 assets, the business case is clear: Safer fleets are stronger fleets. The organizations that win aren't just reacting to incidents; they're predicting risks, equipping drivers, and coaching behaviors so safety becomes routine. The payoff shows up everywhere: lower claim costs, less downtime, steadier staffing, greater customer trust, and better odds on every bid where safety performance matters.

Turn strategy into action with a 90-day plan.

This report outlines what to prioritize now: AI-driven prevention, ADAS and smart video, driver wellness, and leadership practices that make safety visible and credible. The next step is execution, turning principles into weekly habits, budgets, and KPIs your team can manage.

MEASURE, EQUIP, AND COACH FOR LASTING RESULTS.	
NEXT 30 DAYS: MEASURE & DECIDE	• **Review 12–24 months of claims and telematics; rank your top loss types (rear-end, backing, lane change).** • **Research ADAS priorities (e.g., AEB + rear AEB) and camera options.** • **Outline your driver safety policy and identify available insurance discounts.**
DAYS 31–60: EQUIP & INTEGRATE	• **Pilot AI dashcams on 10–20% of routes; enable in-cab alerts for your top two risks.** • **Confirm ADAS upfit compatibility (keep-out zones, calibration plan) and schedule installs.** • **Route events to a simple driver scorecard (weekly report to supervisors).**
DAYS 61–90: COACH & SUSTAIN	• **Run quarterly micro-trainings (10–20 min) using your own clips; launch event-triggered coaching within 72 hours.** • **Start a weekly, 10-minute safety huddle: one clip, one win, one behavior focus.** • **Review ROI. Track claims trends and preventable incidents.**

Your partner for a safer future.

At Mike Albert Fleet Services, we understand that nothing is more important than your drivers returning home at the end of their shifts. We have decades of industry experience and consult with fleets of all sizes to unlock the benefits that a proactive, holistic approach to fleet safety can bring.

If you're ready to talk to a consultant, visit mikealbert.com.

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