



CASE STUDY

OVERCOMING SPEEDING

THE CLIENT

This client is a private fleet operating approximately 100 tractors with 40 branches in multiple states. The Company is a well-run company experiencing rapid growth while challenged with operational concerns, especially with CSA scores and unsafe driving habits - speeding being their biggest risk.

THE CHALLENGE

Having relied extensively on telematic-driven data reports, driver meetings, behavioral coaching, and written warning notices possibly resulting in termination, they have been unable to curb the behavioral pattern with some of their drivers or reduce speeding violations.

With the current driver shortages, skyrocketing insurance premiums, and the possibility of not being able to qualify at renewal, they began exploring their options. They were referred to MAGTEC by a mutual partner to seek out a proactive solution to help address speeding and keep their good employees.

THE SOLUTION

The client deployed MAGTEC's patented SafeSpeed® system which is an intelligent speed limiting solution used to help restrict the speed of a vehicle dynamically based on location. It helps reduce speeding, speed-related crashes, lessen the severity of injuries, reduce fatalities, and mitigate risk.

Fleet managers can set different parameters to comply with their company policies such as maximum top speed, enforced speed, posted speed and custom speed zones. SafeSpeed was designed and calibrated to provide smooth reduction of throttle to slow the vehicle down when required. Should drivers attempt to exceed the enforced speed, SafeSpeed automatically reduces the engine acceleration and ability to maintain speed. When vehicle speed is less than the enforced speed, full control of the throttle pedal is smoothly returned to the driver. Drivers always have full braking and steering capability.

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THE SOLUTION cont'd

Their drivers can operate at or around the posted speed limit, any attempt to exceed the maximum threshold set by the Company results in SafeSpeed auto-limiting to the Company's threshold.

THE RESULT

The Company equipped 10 trucks to assess functionality and benefits. Within a few weeks, they began equipping their other trucks.

In conclusion, the Company acknowledged that speeding is a habitual behavior, rather than a conscious decision but, with technology, is preventable.

SafeSpeed is a tool to help companies mitigate risk and cannot be expected to replace their drivers' better judgement and good safety practices.

They easily justified the expense after considering the potential risk and cost of not equipping them.

Today this client has addressed speeding, shifted focus from reacting to risks, to implementing proactive backstopping technology to help lessen their risks.