

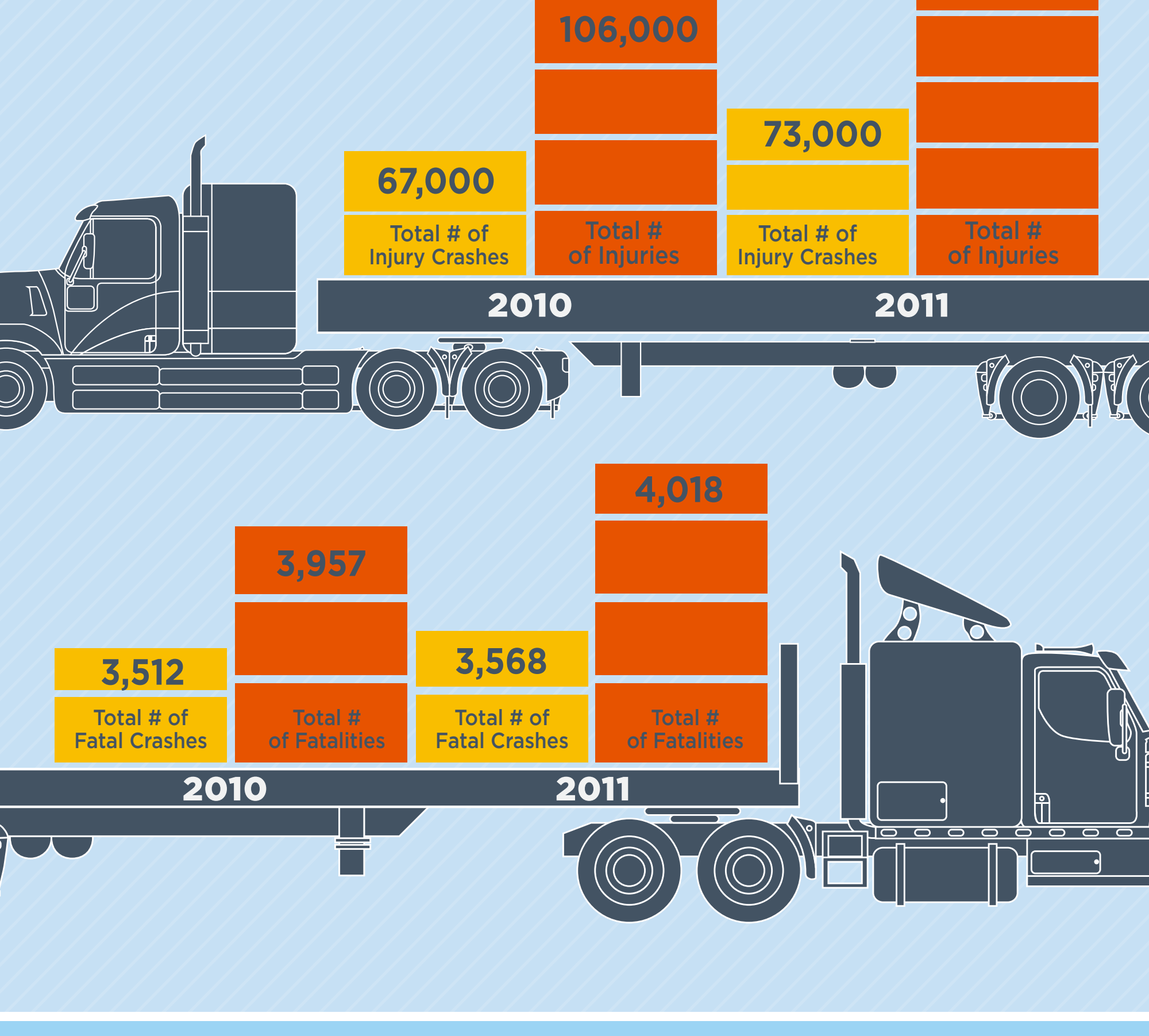


USING VIDEO-BASED DRIVER SAFETY TECHNOLOGY

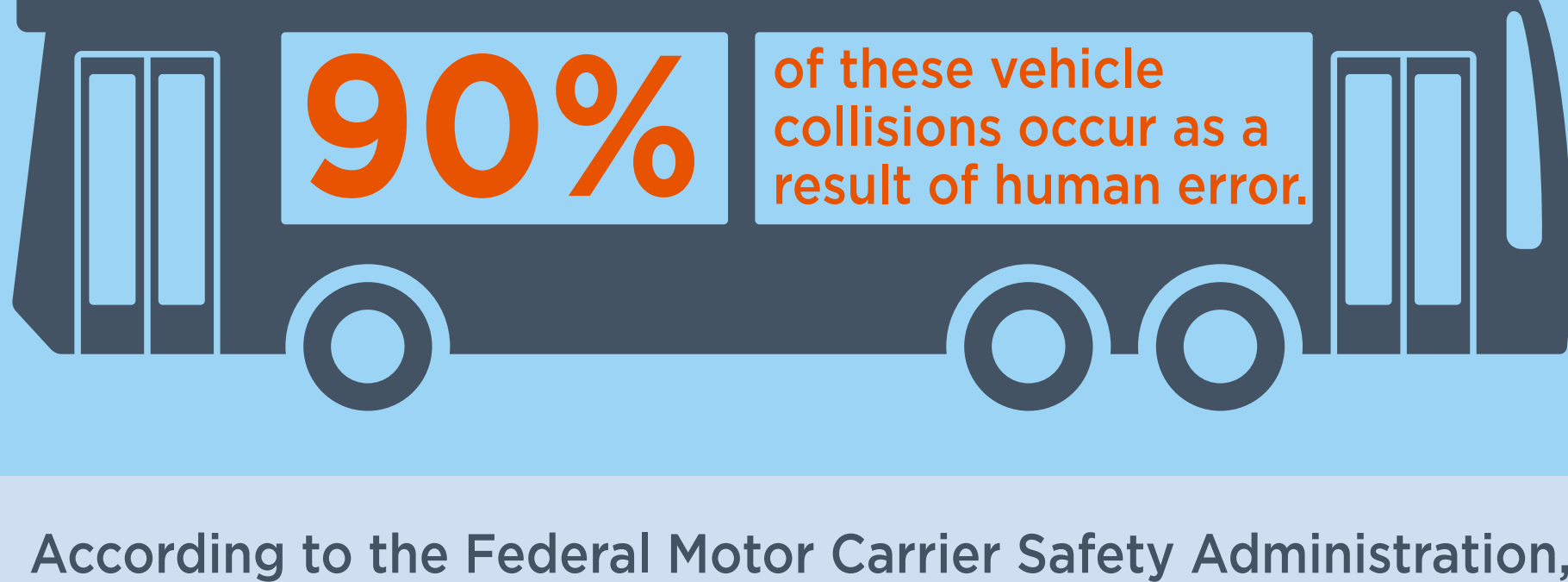
SAVES LIVES AND PREVENTS COLLISIONS.

There's a traffic collision in the U.S. every five seconds—and the total cost of collisions exceeds \$300 billion annually. What do you need to know to keep your commercial fleet from being part of these statistics?

After a Period of Decline, Heavy Truck and Bus Fatalities and Injuries Are on The Rise Again.



Most Collisions are Preventable.



According to the Federal Motor Carrier Safety Administration, key driver-related factors in large truck fatal crashes were:

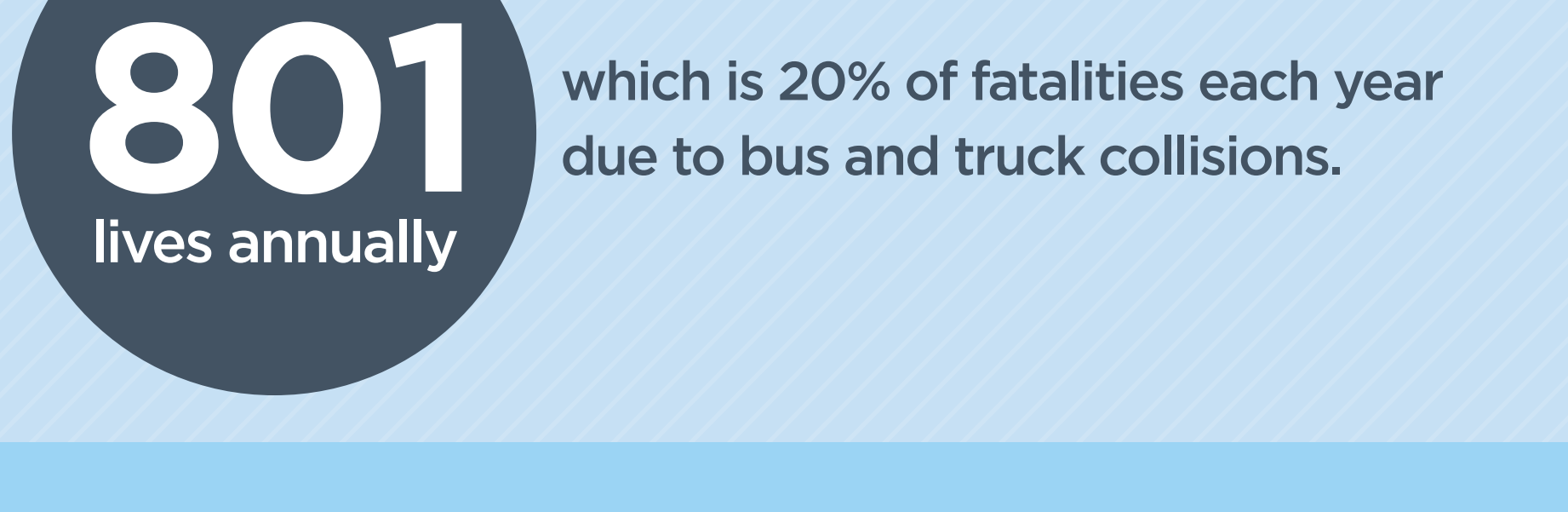


With technology and predictive analytics available to truck and bus fleets, there is an opportunity to improve driver performance resulting in safer roads.

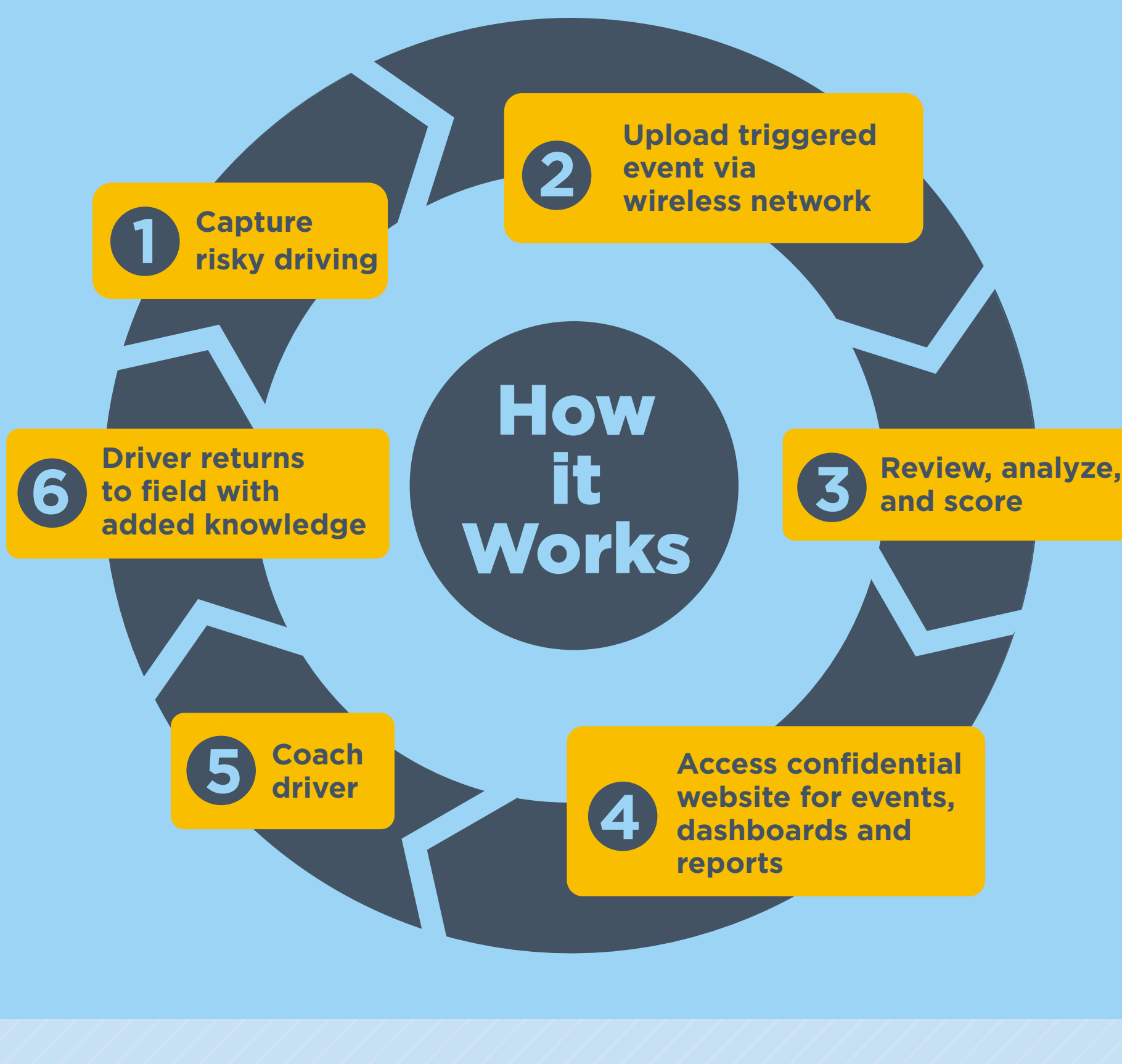
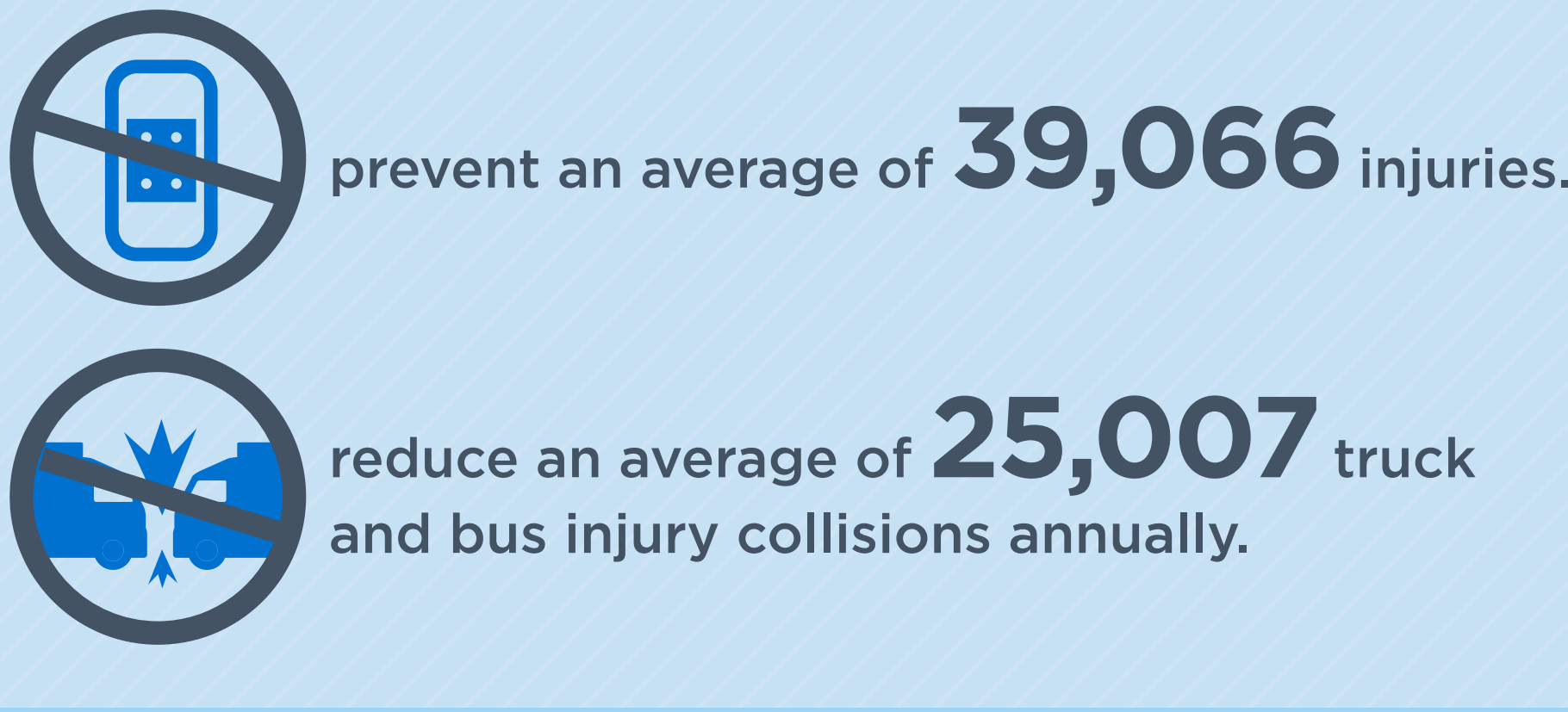
The DriveCam® Program

The DriveCam powered by Lytx™ Program uses in-vehicle video technology to capture data on driving behaviors, which can be used to correct risky driving behavior and reduce the risk of a crash.

A new study released by the Virginia Tech Transportation Institute found that the DriveCam Program has the potential to:



801 is about the same as 15 average school buses filled with school-aged kids.



Visit www.lytx.com to learn more about how to protect your fleet of trucks and buses.

Sources

- US Department of Transportation, Federal Motor Carrier Safety Administration, Large Truck and Bus Crash Facts (October 2013)
- <http://www.americanschoolbuscouncil.org/issues/environmental-benefits>
- http://nces.ed.gov/programs/digest/d09/tables/dt09_099.asp
- AAA "Crashes vs. Congestion - What's the cost to Society" Nov. 2011