

What companies are saying about NETS' *Strength In Numbers* benchmarking program...

"Going through the benchmarking process created an opportunity for further thought on our policies and practices.....very enlightening."

Sheri Bonsall
Employee Mobility Manager
Chubb Group of Insurance Companies

"Benchmarking has helped Monsanto reduce its crashes, injuries, and fatalities. It's an excellent way to identify best practices. I recommend benchmarking to any company committed to improving its vehicle safety program."

Maureen Mazurek
Director, Global Initiatives
Monsanto Company

"ServiceMaster's participation in NETS' benchmarking program has been quite rewarding. Benchmarking has provided a structured process to network with other companies and to share performance and operational information. We are able to identify best practices and to learn more about ServiceMaster's strengths and weaknesses. This has improved our ability to continually work towards improving our fleet safety efforts."

David Hopps
Vice President of Risk Management
Operations and Environmental,
Safety & Health
ServiceMaster

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JOIN NETS TODAY!

Become a member of NETS and receive the benefits of the *Strength In Numbers* benchmarking program, plus discounts on all of the items from NETS' resource center for just \$990 per year. Multiyear discounts are available.

To become a member or to receive more information, call NETS at 888-221-0045 or send an Email to lstevens@trafficsafety.org.



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Improve Your Road Safety Program...

Save Lives

Reduce Injuries

Reduce Costs

Benchmark

Identify Best Practices

Stay Current with Road Safety
Technology and Trends

Network with Road Safety Peers

Have Access to Road Safety Experts

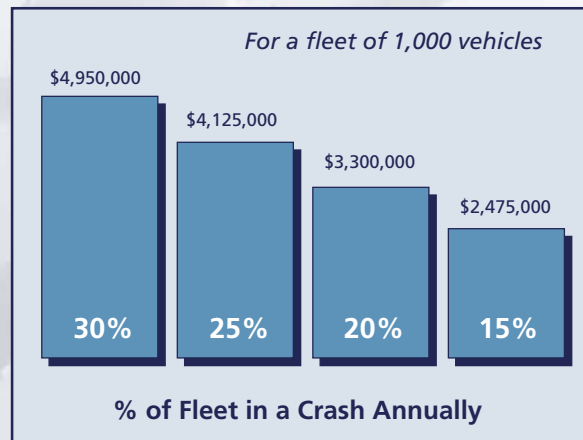
The High Cost of Crashes

Driving is the most dangerous part of an employee's day. What's more, if your company has a fleet of vehicles, the risk is even greater. And driving risk isn't limited to property damage, litigation, and lost time. It also includes the risk of injury and death.

The risk to employee safety and a company's bottom line is clear—and so is the solution. A targeted workplace traffic safety program can help reduce injuries and fatalities, as well as financial loss resulting from crashes.

With the average cost per crash at \$16,500*, companies with even a small fleet can quickly see a significant return on an investment in a traffic safety program, all while protecting their most valuable asset: *their employees*.

Total Annual Average Fleet Crash Cost



Let's assume your company has a fleet of 1,000 vehicles. With an average annual fleet crash rate of 20%** your company's expected annual crash cost is \$3.3 million! A reduction of five percentage points will lower total annual crash costs by \$825,000!

Make Safety the Bottom Line

Lowering your crash rate by five, ten or even more percentage points is not an unreasonable goal—especially if your fleet safety program is new or you haven't yet initiated a comprehensive fleet safety program.

Putting one in place takes less time, resources, and funding than you might think. *The key is knowing where to go to find out what to do and how to do it.* That's where NETS—the Network of Employers for Traffic Safety—can help.

The Power of NETS Working

Since 1989, NETS has been dedicated to improving the safety and health of employees, their families, and members of the communities in which they live and work by preventing on and off-the-job crashes. NETS is a non-profit organization with members from the public and private sectors.

To meet its mission, NETS provides:

A resource center of safe driving materials available at a member discount, including:

- "Traffic Safety Primer: A Guidebook for Employers"
- "10 Steps to Responsible Driving"
- "Novice Driver's Road Map"
- "RoadSmart" newsletter
- Drive Safely Work Week annual campaign, a low cost and effective way to encourage road safety among your employees and thier families.
- National Highway Traffic Safety Administration (NHTSA)-funded Bicycle and Motorcycle Safety programs.

NETS takes workplace traffic safety to the next level with the addition of a comprehensive benchmarking program called...

Strength In Numbers

The *Strength In Numbers* benchmarking program is a significant new development in NETS' ability to promote road safety among its members.

NETS has brought together a group of socially responsible companies willing to take a look at their own crash metrics, compare findings with other study participants and share what they've learned with their peers. This program is for all types of companies and organizations—large or small, local or global, public or private.

Benchmarking will show how your company compares in terms of crash, injury, and fatality frequencies, while taking into consideration Program Elements such as road safety policies, driver training programs, use of in-vehicle electronics, crash review practices, cell phone usage, management leadership, the "greening" of fleets, and more.

Members use what they learn to identify best practices and to put in place a *cost effective, integrated, and comprehensive plan* to improve their fleet-safety performance year after year.

The *Strength In Numbers* benchmarking program also includes access to road safety experts and an invitation to attend and participate in NETS' annual **Benchmark Best Practices Conference**.

* 2003 National Highway Traffic Safety Administration (NHTSA) study.

** Automotive Fleet Magazine, July 2008