

Driver Behavior & Safety



Proper driving behavior is vital for the safety of drivers, passengers, pedestrians and is a means to achieve fewer road accidents, injuries and damage to vehicles. It plays a role in the cost of managing a fleet as it impacts fuel consumption, insurance rates, car maintenance and fines. It is also important for protecting a firm's brand and reputation as most company- owned vehicles carry the company's logo.

Ituran's solution for driver behavior and safety improves organizational driving culture and standards by encouraging safer and more responsible driving. The system which tracks and monitors driver behavior using an innovative multidimensional accelerometer sensor, produces (for each driver) an individual score based on their performance – sudden braking and acceleration, sharp turns, high-speed driving over speed bumps, erratic overtaking, speeding and more. The score allows fleet managers to compare driver performance, set safety benchmarks and hold each driver accountable for their action.

Real-time monitoring identifies abnormal behavior mode—aggressive or dangerous—and alerts the driver using buzzer or human voice indication, and detects accidents in real time. When incidents or accidents occurs, a notification sent to a predefined recipient alerts management, and data collected both before and after accidents is automatically saved for future analysis.

- Monitoring is provided through a dedicated application which is available to both fleet manager and driver (with different permission levels), allowing both to learn and improve
- Improves organizational driving culture and standards and increases safety of drivers and passengers
- Web-based reporting gives a birds-eye view of real-time driver data, especially in case of an accident
- Detailed reports per individual driver include map references to where incidents have occurred
- Comparative evaluation ranks driving according to several factors; the system automatically generates scores and a periodic assessment certificate for each driver and/or department

Highlights

1

Measures and scores driver performance and allows to give personal motivational incentives

2

Improves driving culture by encouraging safer and more responsible driving throughout the organization

3

Minimizes the occurrence of accidents and protects the fleet from unnecessary wear & tear

4

Reduces expenses related to unsafe and unlawful driving: insurance, traffic tickets and fines

Evaluate, grade and compare the performance of fleet drivers using Ituran's Driver Behavior measuring and grading tools and components. See which drivers and vehicles drive safely and comply with the organization's policies and who needs to improve their performance. Fleet reports helps in identifying company-wide issues while personal reports provide an assessment tool for employee feedback and further training.



Additional Solutions



Reefer Monitoring



Driver Performance
Evaluation for UBI



Advanced Driver Assistance
Systems ADAS Integration



Vehicle Health



Fleet Management Software



Stolen Vehicle Tracking
& Recovery



Real-Time Driver Assistance



Maintenance Management

For more information visit our website: www.ituran.com | ituranglobal@ituran.com



Founded in 1995, Ituran (NASDAQ: ITRN) is a global leader in telematics solutions and services for professional fleets, insurance companies, automotive companies, government institutions, companies from a range of verticals and private customers. We offer a full suite of hardware, software and services which together provide an end-to-end solution to our clients.

With over two decades of experience in the telematics field, Ituran has over 3,000 employees serving over 1.8 million customers in 20 countries around the globe.

At Ituran, our customers are our biggest asset. We make sure to be at the forefront of technology and to develop innovative solutions to answer any challenge our customers face.