
USING TELEMATICS IN PROFESSIONAL VEHICLE FLEETS

Laurence Atchison, PRAISE Project Manager



European Transport Safety Council



PRAISE

- ➔ ETSC's dedicated project on work-related road safety since 2009



Dräger Foundation

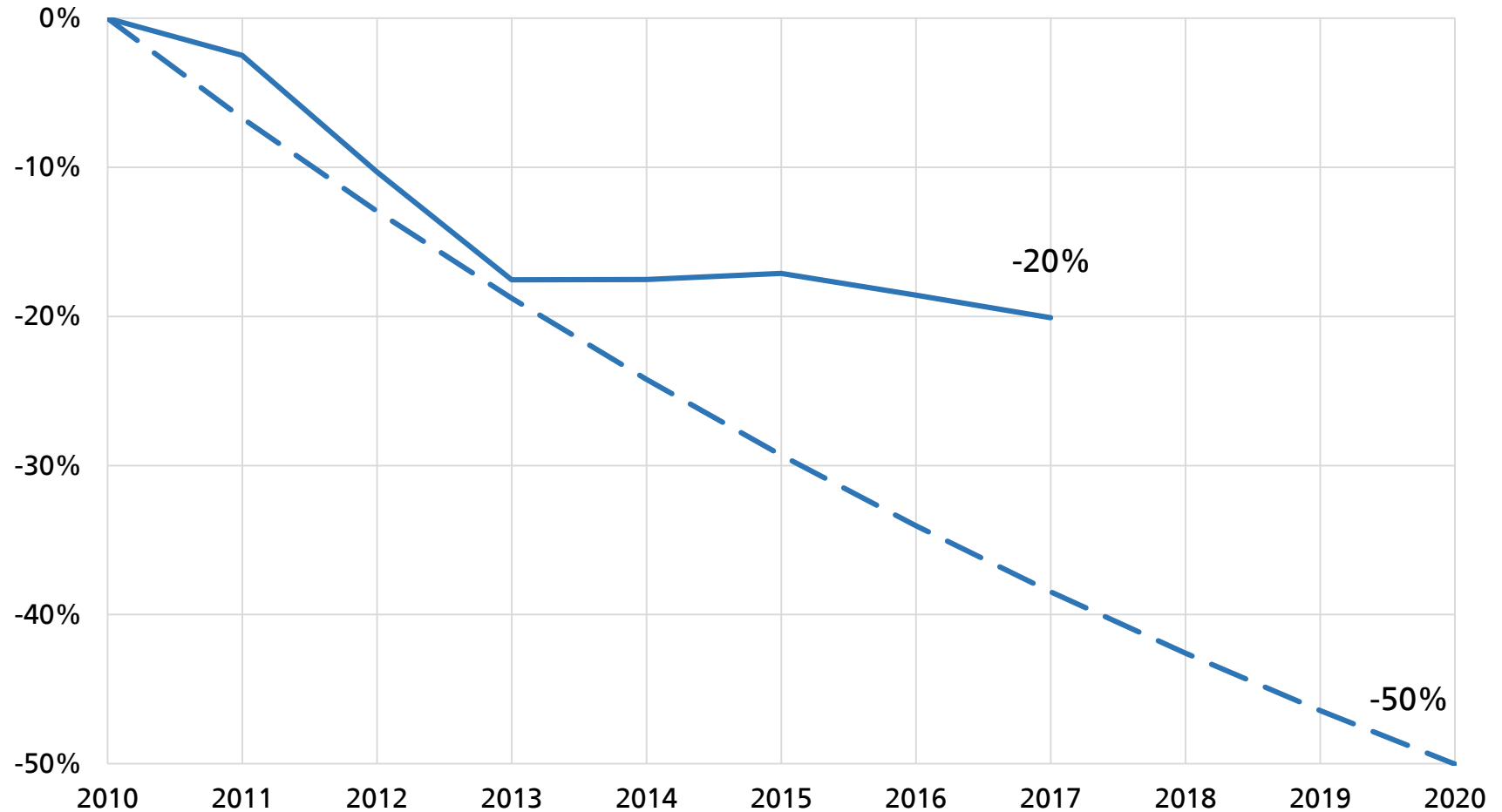
Fundación
MAPFRE

***PREVENTING
ROAD
ACCIDENTS AND
INJURIES FOR THE
SAFETY OF
EMPLOYEES***

25,250

people died in
road traffic in the
EU in 2017

THE EU 2020 TARGET IS HIGHLY UNLIKELY TO BE MET



135,000

seriously injured in road traffic
in the EU in 2014 according to
MAIS3+ definition

6 out of 10

work accidents resulting in
death are road collisions


OVERVIEW



Questions:

- I. What are telematics and how do they work?
- II. How can they be used in a vehicle fleet?
- III. How to make the most out of telematics data?
- IV. What does the research tell us?
- V. Recommendations

I. Vehicle Telematics – What are they and how do they work?

- Types of telematics
 - Event Data Recorders
 - Journey Data Recorders
- Monitoring 
- Fitting: what are the options?
 - Retrofit – black box systems
 - Inbuilt systems
 - Mobile systems



II. Using Telematics: Identifying and Managing Risk

1. Addressing key road safety issues

- Speeding, distraction/mobile phone usage, fatigue
- Informing road safety decision making/collision investigation/insurance/police investigation



2. Addressing driver specific issues

- Risk-ratings for individual drivers – known/unknown issues
- Reward schemes

3. Addressing company-wide/company-specific issues

- Overloading, idling.
- Shift patterns, routes, risky time periods.



III. Making the most of telematics data

- Feedback – collecting and using the data



- Telematics as part of a WRRS management programme



- Handling, and protecting, data



- Leadership and Buy-In



IV. Evidence of effectiveness

Lack of WRRS research
=
Lack of telematics
research

"It is unfortunate that there has been so little evaluation of an intervention that has such potential for research"

However:

- Academic research points to a positive safety effect from telematics (alongside other results)
 - Importance of feedback methods highlighted
- Case studies detail success stories ('good practice')

V. Recommendations

FOR EMPLOYERS:

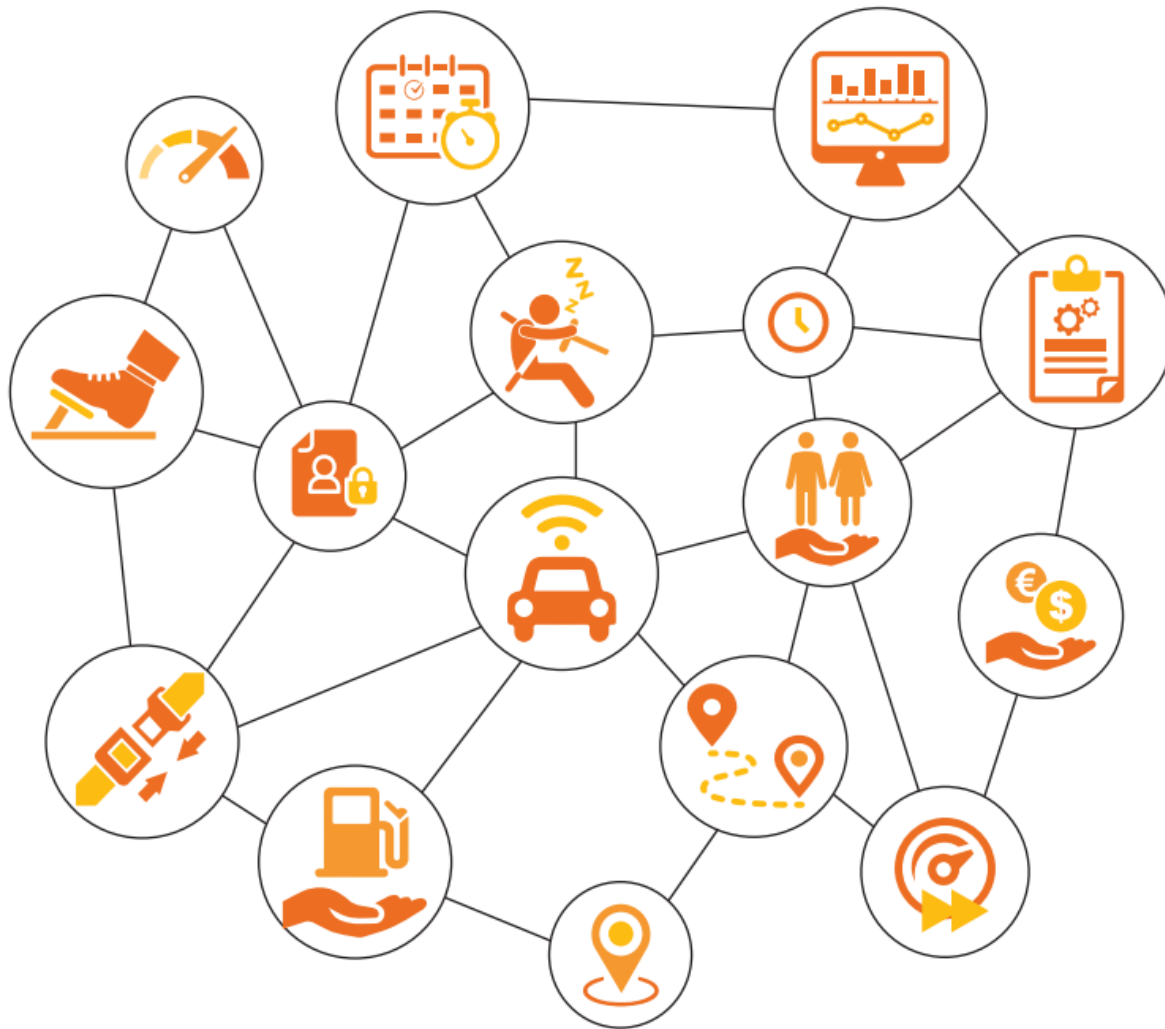
- ✓ Consider the possibility of employing fleet telematics as part of a comprehensive work-related road risk management system that includes clear policies on key road safety issues.
- ✓ Consider introducing a 'telematics policy' that outlines what is expected of employers and employees.

FOR THE EUROPEAN UNION

- ✓ Make Event Data Recorders mandatory for all new vehicles as part of the revision of the General Safety Regulation (661/2009).¹²⁰

FOR FURTHER RESEARCH:

- ✓ Conduct further research into the benefits of telematics for reducing road risk in professional fleets, including:
 - The establishment, management and driver acceptance of the technology.
 - The identification of the most effective feedback methods.
- ✓ Explore the potential benefits of telematics for other road user groups.



Laurence Atchison
PRAISE Project Manager
la@etsc.eu