

The Challenge

Many **business managers** simply do not realise that the single biggest risk to their businesses is the people they employ who drive for work

*Within UK every year more than 14,000 road deaths and serious injuries occur involving vehicles driven on **company business***

Compared with:

- excessive or inappropriate speed contribute to 850 fatalities
- careless or dangerous driving contribute to at least 400 fatalities
- an estimated 350 fatalities annually are for want of wearing a seatbelt

Department for Transport study



Reduction in crashes if ESC is fitted

Fatal accidents	- 25%
Serious accidents	- 11%
- On wet roads	- 22%
- On snowy roads	- 30%
- Skidding	- 33%
- Rollover	- 59%
Slight accidents	- 6%

With 100% fitment

959 million UKP saved from all crashes (7800 crashes less) p.a.

380 fewer fatal accidents each year

VSRC, Loughborough University Vehicle Safety Research Centre 2005

published 18/06/2007, based on 2005 accident data



*Department for
Transport*

The Business Car Fleet



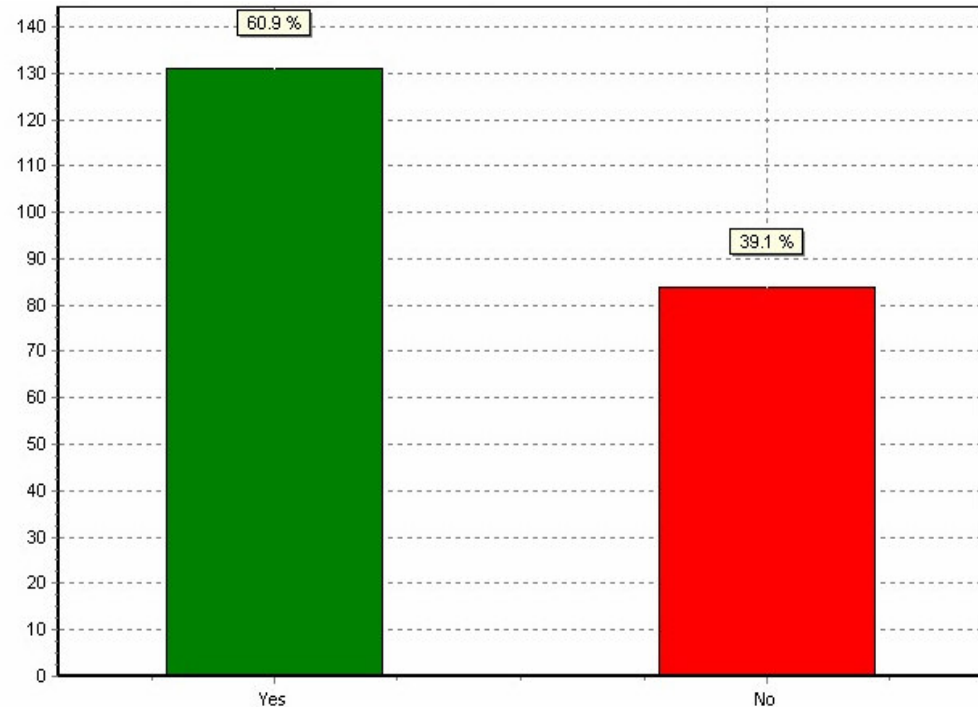
56% of new car sales in the UK were funded by the corporate sector

45% of overall new cars registered are fitted with ESC

- Safety issues at top of the agenda for many fleets

These do not necessarily translate into initiatives to improve road safety

2/3 had recently introduced initiatives to improve road safety



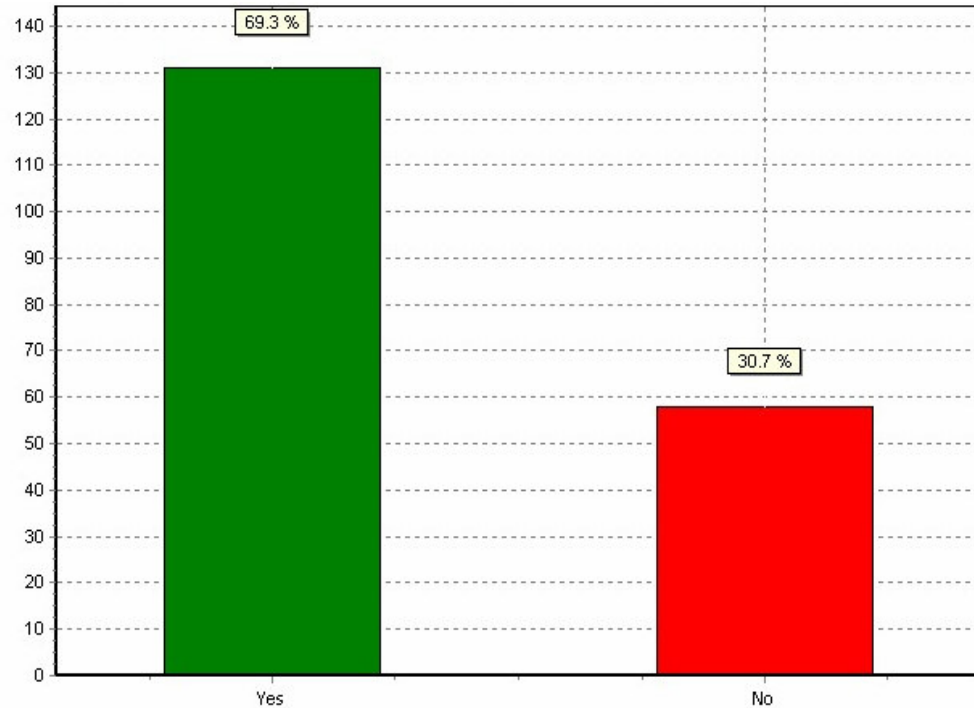
The Business Car Fleet



69% of fleets have a set of minimum safety standards for vehicles, but fewer specify ESC

66% of decision makers had heard of ESC

One third had not,



A Business Case



Napp Pharmaceuticals

340-strong user-chooser company car fleet with Audi, BMW and VW models making up the majority of vehicles

