

A long, straight asphalt road stretches into the distance, curving slightly to the right. The road is marked with white dashed lines. On either side of the road are metal guardrails. The sky is filled with large, billowing clouds colored in shades of orange, yellow, and white, suggesting a sunset or sunrise. The horizon is bright and hazy.

Fleet Safety: The Power to Prevent

Tim Brewster

A wide-angle photograph of a two-lane asphalt road. The road is marked with a dashed white center line and solid white lines on the edges. It stretches from the foreground into a bright, hazy horizon. The sky above is filled with large, billowing clouds colored in shades of orange, yellow, and white, suggesting a sunset or sunrise. The overall atmosphere is vast and open.

Most organizations don't think they have a fleet safety problem.

A wide-angle photograph of a long, straight asphalt road stretching into the distance under a dramatic sunset sky. The sky is filled with large, billowing clouds in shades of orange, yellow, and pink, with the sun low on the horizon. The road is marked with a white dashed center line and solid white lines on the edges. Metal guardrails line both sides of the road. The overall atmosphere is one of vastness and hope.

Until they do!

A wide-angle photograph of a two-lane asphalt road. The road is straight and leads towards a bright, glowing horizon. The sky is filled with large, billowing clouds that are illuminated from below, creating a warm orange and yellow glow. The horizon line is perfectly straight, and the overall scene is one of vastness and tranquility.

Fleet safety isn't about trucks

People-Exposure-Decision

A photograph of a paved road at sunset. The sky is filled with warm orange and yellow clouds. Three large, rectangular blocks are placed on the road. The first block on the left is labeled "DUTY", the middle block is labeled "PEOPLE", and the third block on the right is labeled "COST". The blocks are made of a textured material, possibly stone or concrete, and are illuminated by the warm light of the setting sun.

DUTY

PEOPLE

COST



Fatal Crash Statistics

- **Fatal Crash Statistics**

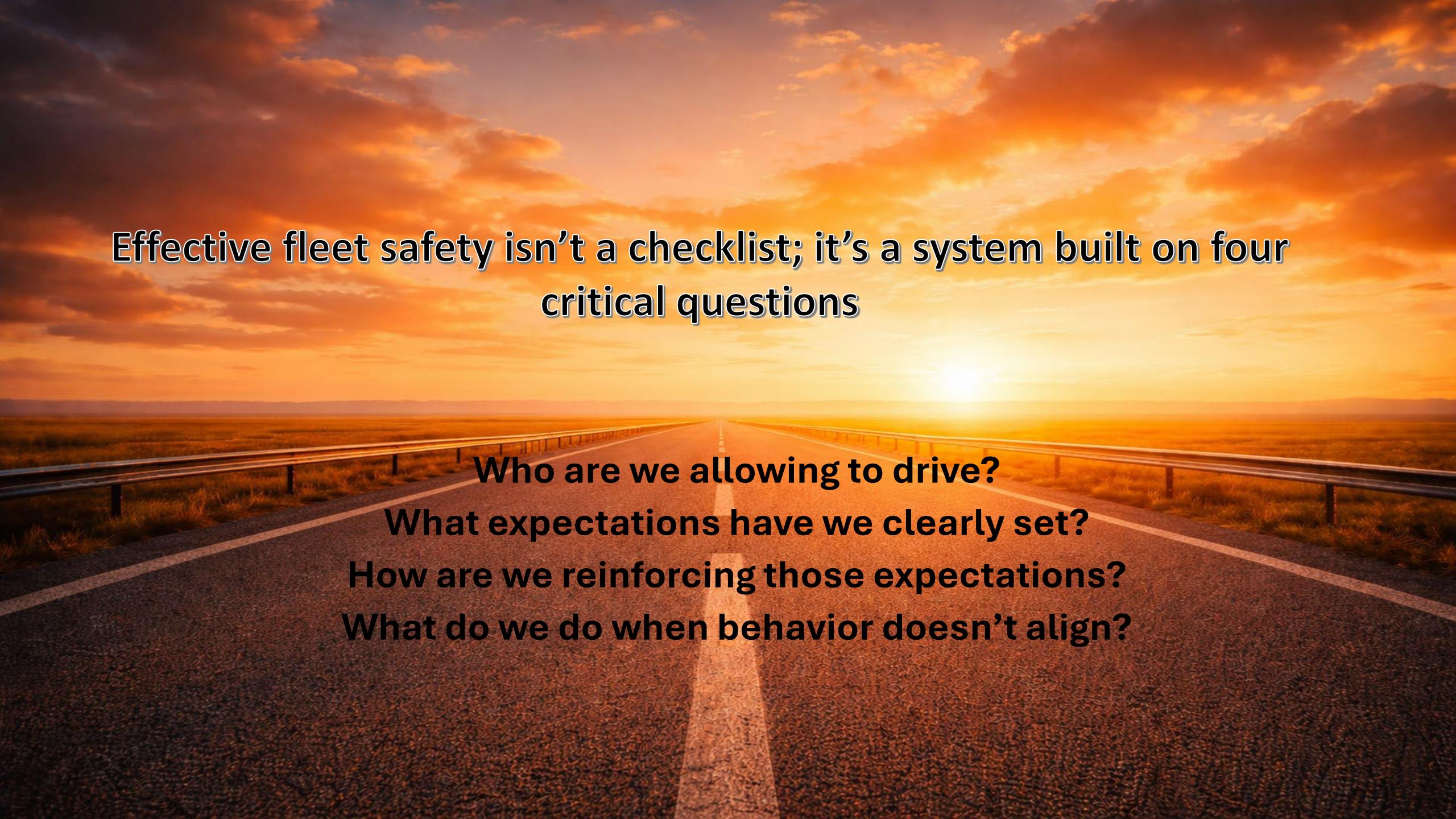
- 2022-**42,721** (1.34 per 100 million VMT)
- 2023-**40,901** (1.26 per 100 million VMT)
- 2024-**39,345** (1.20 per 100 million VMT)



Workplace Transportation Risk & Safety Insights

- **5,283 fatal work injuries**
 - Transportation incidents were the leading cause, representing 36.8% of all fatalities (**1,942 deaths**) in 2023
- 2023–2024: **More than 90,000** nonfatal injuries were associated with transportation incidents





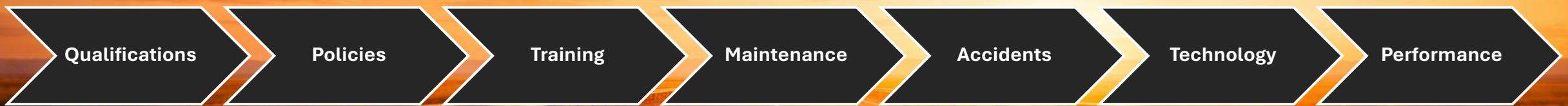
Effective fleet safety isn't a checklist; it's a system built on four critical questions

Who are we allowing to drive?

What expectations have we clearly set?

How are we reinforcing those expectations?

What do we do when behavior doesn't align?



A wide-angle photograph of a two-lane asphalt road. The road is straight and leads towards a bright, glowing horizon. The sky is filled with large, billowing clouds that are bathed in the warm, golden light of a setting or rising sun, creating a vibrant orange and yellow palette. The road is marked with a white dashed center line and solid white lines on the edges. Metal guardrails line both sides of the road. The overall atmosphere is one of vastness and hope.

We succeed or fail based on who we hire

Qualification Standards

Qualification Criteria

Motor Vehicle Record Reports

D&A Alcohol Program

Road-Tests

Physicals



Qualification Standards

Qualification Criteria

- Establish and follow standards developed.
 - E.g., 2 years operating a similar type vehicle, no moving violations within the past 12 months, no operating under the influence convictions in the past 5 years.

Set yourself up for success.

Qualification Standards

Motor Vehicle Record

- Pre-Employment
- Continuous Monitoring

Qualification Standards

Road-Tests

- Provides information on driving skills and deficiencies.
- Validates the qualifications of your driver.
- Assess driver's knowledge of vehicle inspection.

Qualification Standards

Physical Exam

- Trusted medical provider.
- Perform essential functions of job.
- Physically qualified.

Qualification Standards

Drug & Alcohol Testing

Establish a policy and follow standards developed

- Pre-employment
- Random
- Post accident
- Reasonable suspicion

ATRI-Case Study

Trucking Litigation: A Forensic Analysis

December 2025



Prepared by the American Transportation Research Institute



ATRI's 2025 "Trucking Litigation: A Forensic Analysis" study shows how safety, hiring, and compliance failures significantly increase verdict sizes in truck-related litigation.

Median verdict-approximately \$1.3 million.

Negligence with Largest Impact on Award
Substance abuse 340%
Improper Hiring or onboarding 272%

Weaponizing Your Programs

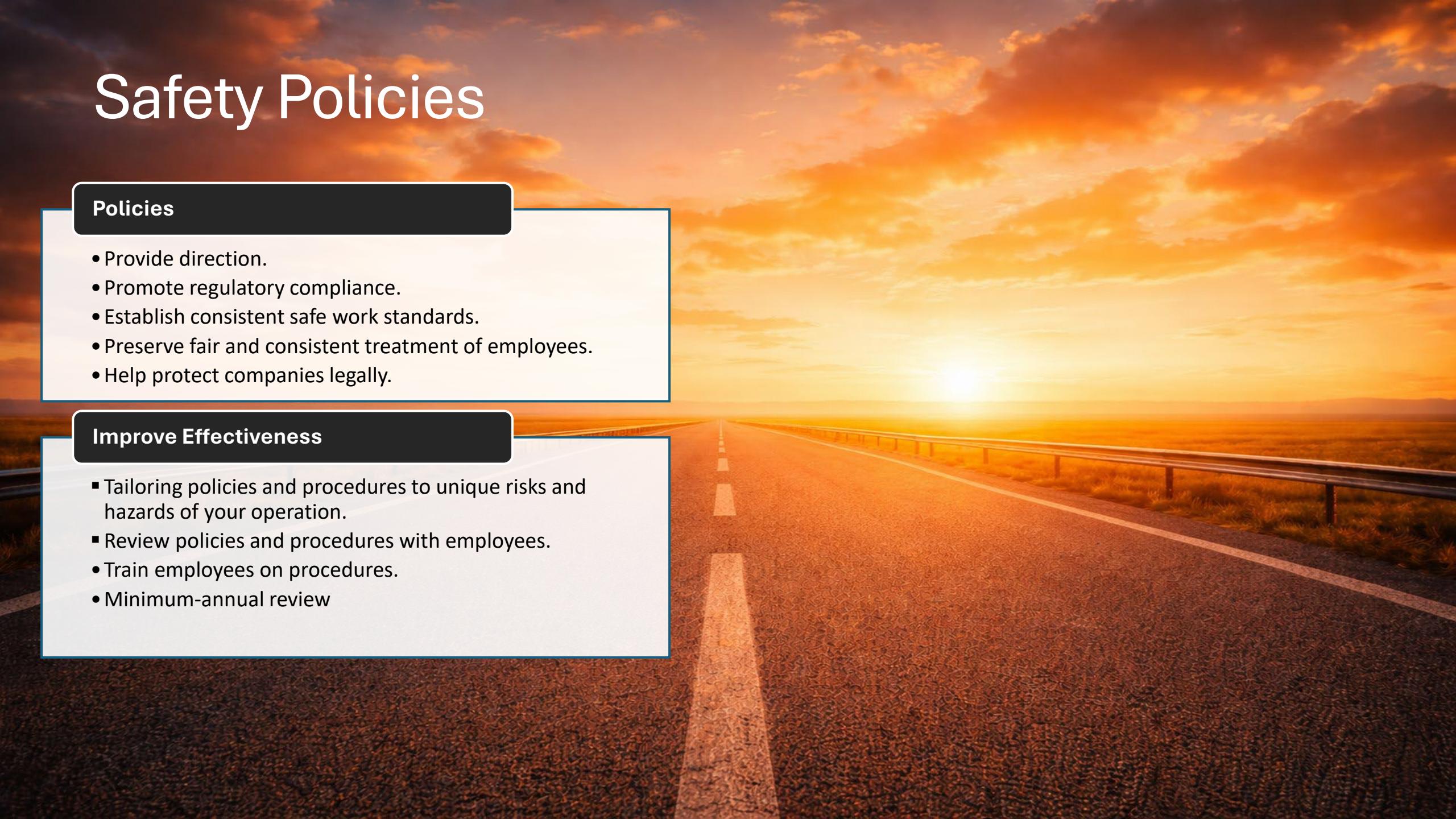
Safety Policies

Policies

- Provide direction.
- Promote regulatory compliance.
- Establish consistent safe work standards.
- Preserve fair and consistent treatment of employees.
- Help protect companies legally.

Improve Effectiveness

- Tailoring policies and procedures to unique risks and hazards of your operation.
- Review policies and procedures with employees.
- Train employees on procedures.
- Minimum-annual review

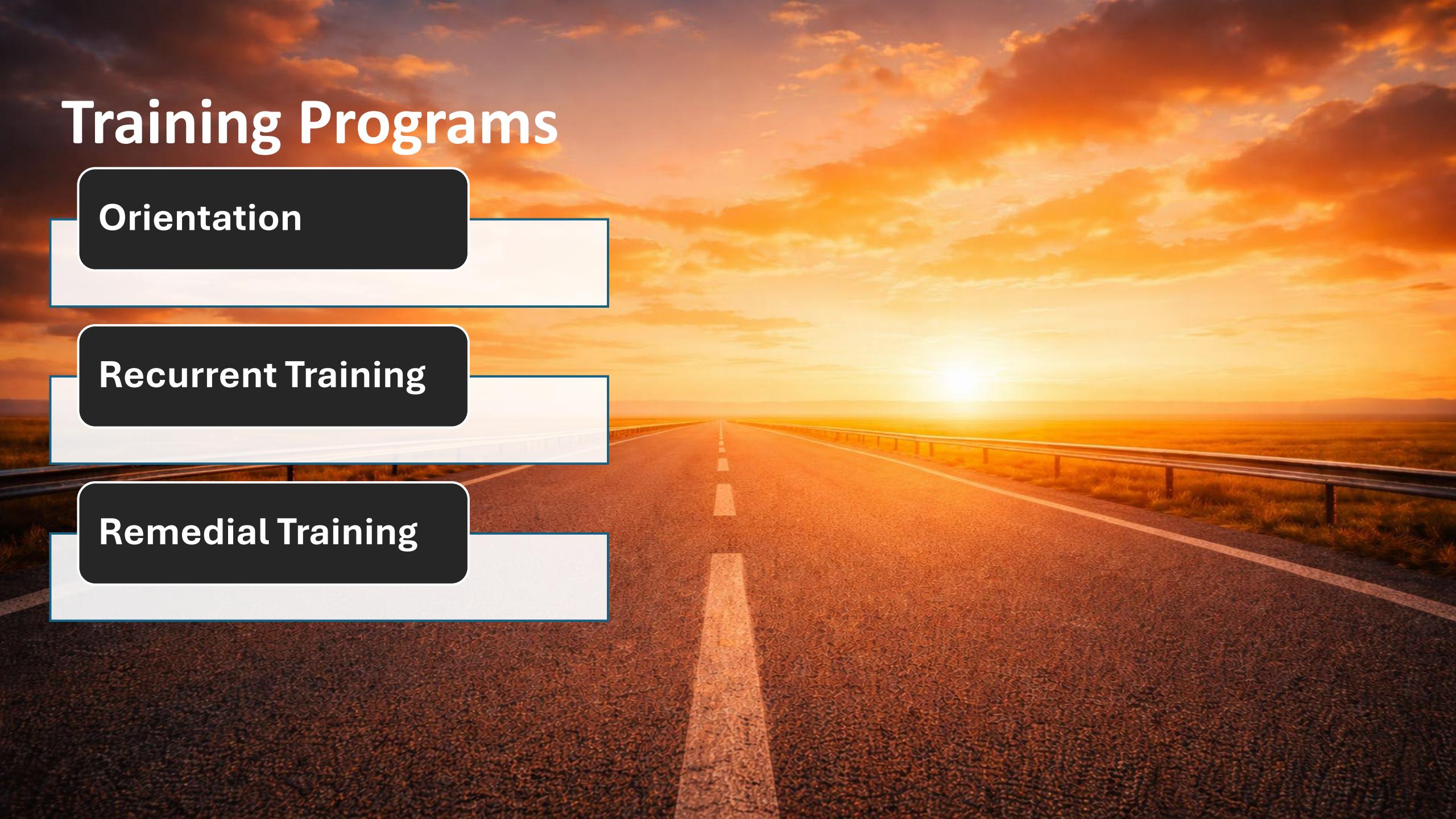


Training Programs

Orientation

Recurrent Training

Remedial Training



Training Programs

Orientation

- Classroom and on-the-job/behind-the-wheel.
- Competency based.
- Documented!

Training Programs

Recurrent

- Continuously train
- Standards & customized
- Builds a culture that supports safety

Training Programs

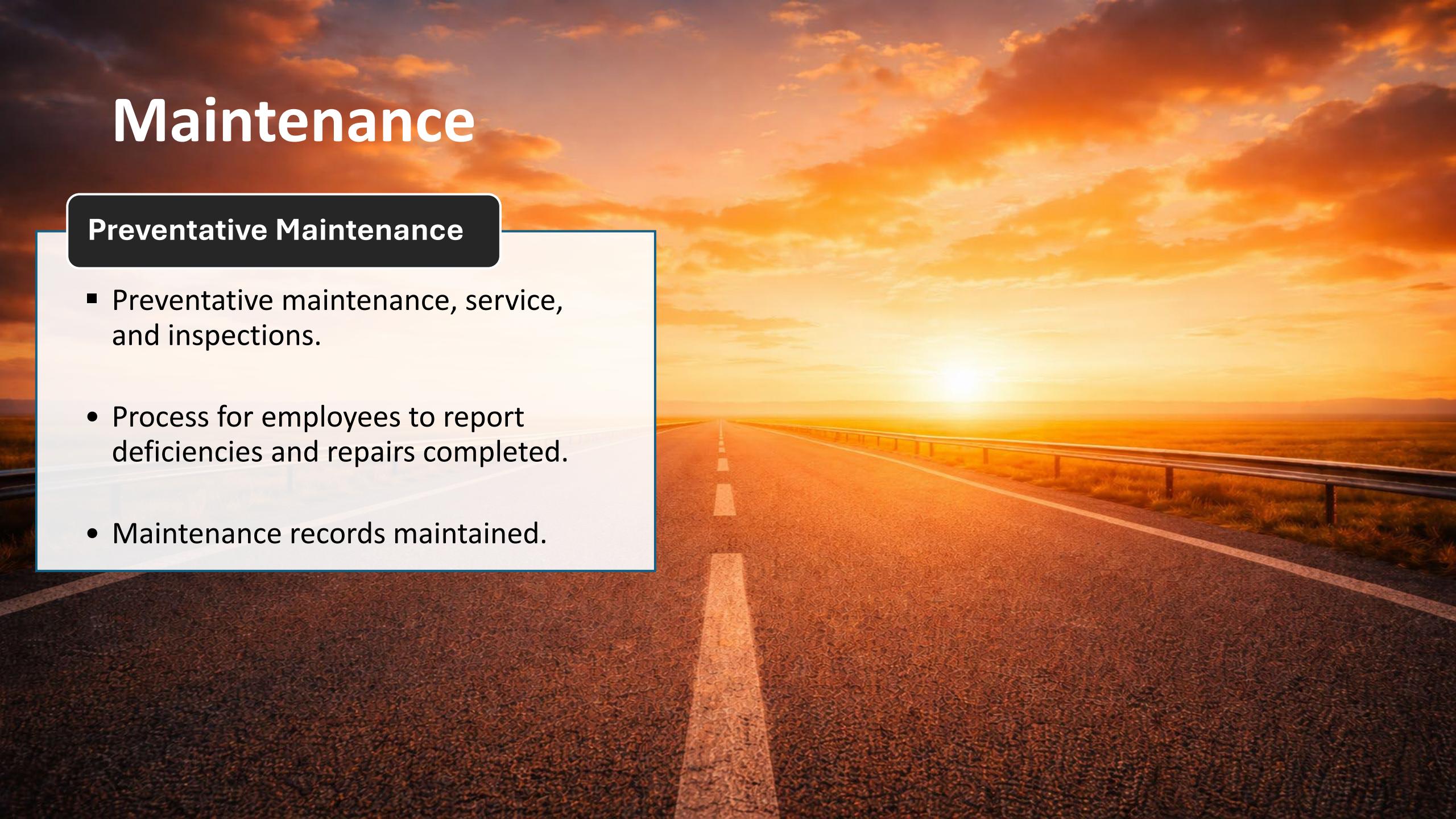
Remedial

- Correct unsafe behaviors
- Reinforces your culture
- Creates defensibility

Maintenance

Preventative Maintenance

- Preventative maintenance, service, and inspections.
- Process for employees to report deficiencies and repairs completed.
- Maintenance records maintained.



Accident Response

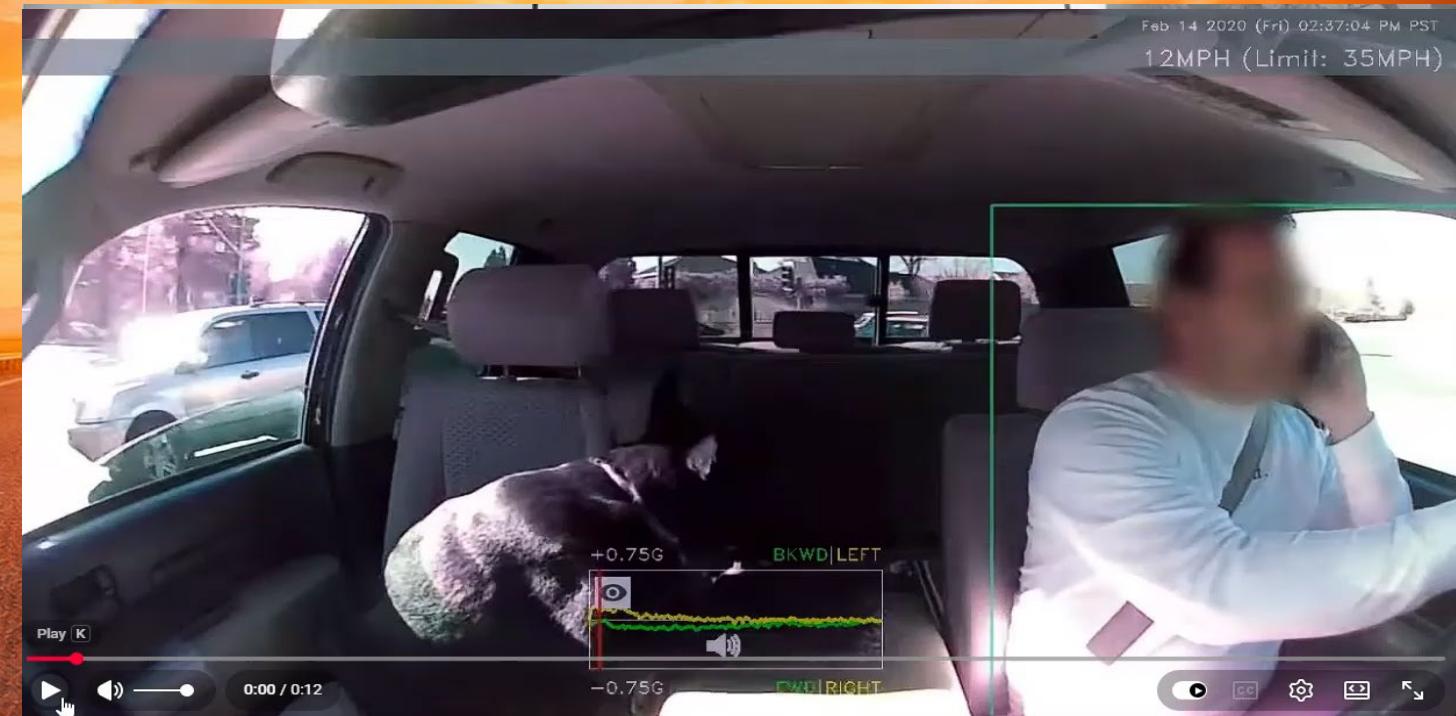
Incident Handling/Reporting Policies:

- Develop investigation program
- Establish policies
 - Develop roles & responsibilities
 - Train employees

Technology

Telematics

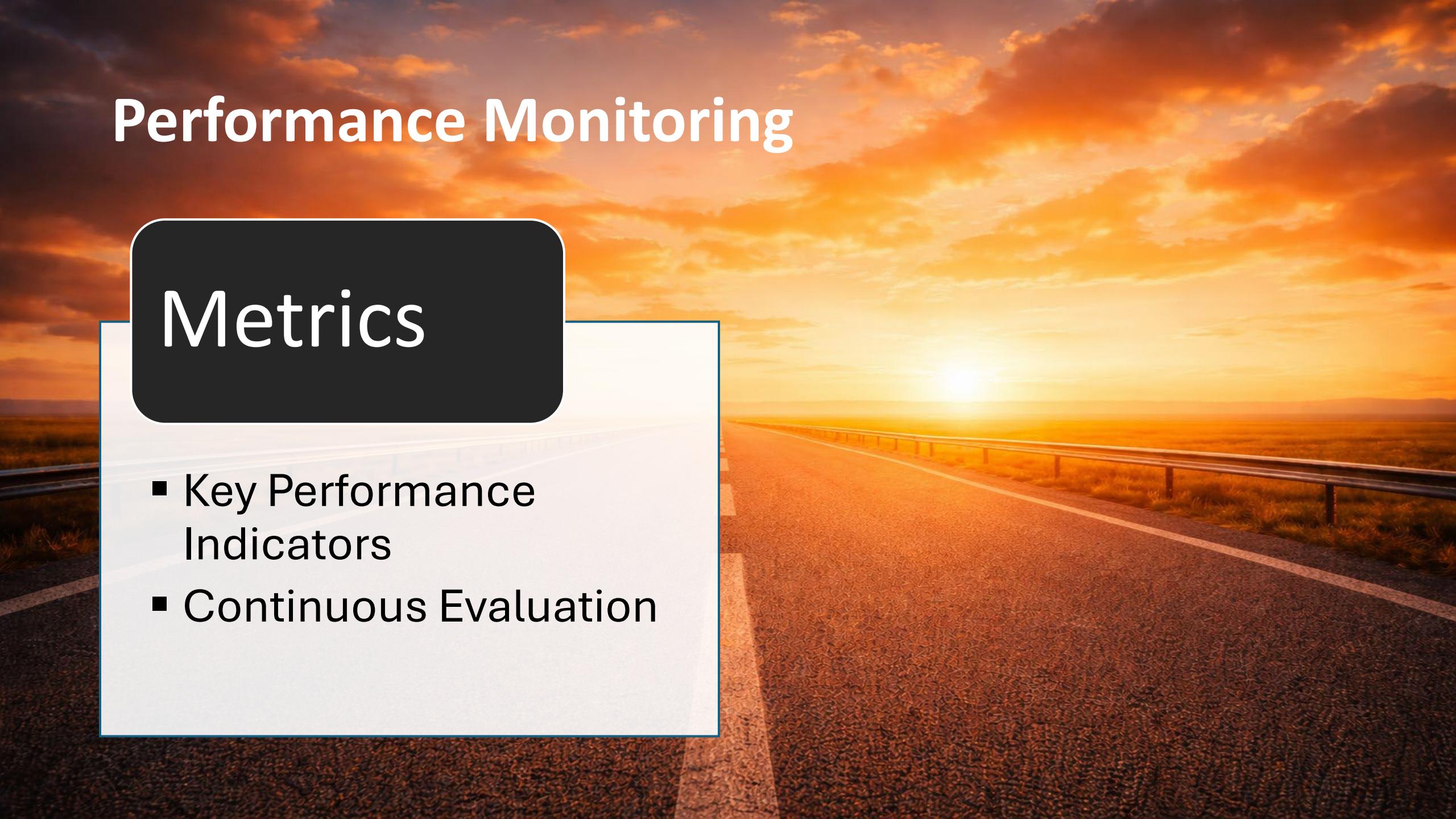
- Exonerate
- Modify & Reinforce
- Determine Efficacy
- Enrich Programs



Performance Monitoring

Metrics

- Key Performance Indicators
- Continuous Evaluation



A photograph of a long, straight asphalt road stretching into the distance under a dramatic sunset sky. The sky is filled with large, billowing clouds in shades of orange, yellow, and pink, with the sun low on the horizon. The road is marked with a white dashed line in the center and white solid lines on the edges. The surrounding landscape is a flat, dry, grassy plain.

Behind every policy, every system, every decision, there is a person. Humanize everything you do.

A photograph of a long, straight asphalt road stretching into a vibrant sunset sky. The sky is filled with large, billowing clouds in shades of orange, yellow, and pink. The road is marked with a white dashed line in the center and a solid white line on the right. Metal guardrails line both sides of the road. The horizon is visible in the distance, where the road meets the sky.

Thank You