

## WHAT IS DRIVECARE?

DriveCare is the leading provider of freephone vehicle monitoring services to the UK fleet industry. DriveCare operates two schemes, "HOW AM I DRIVING?" and "WELL DRIVEN?" which are in use on many leading UK vehicle fleets.

The principle of the DriveCare system is simple:

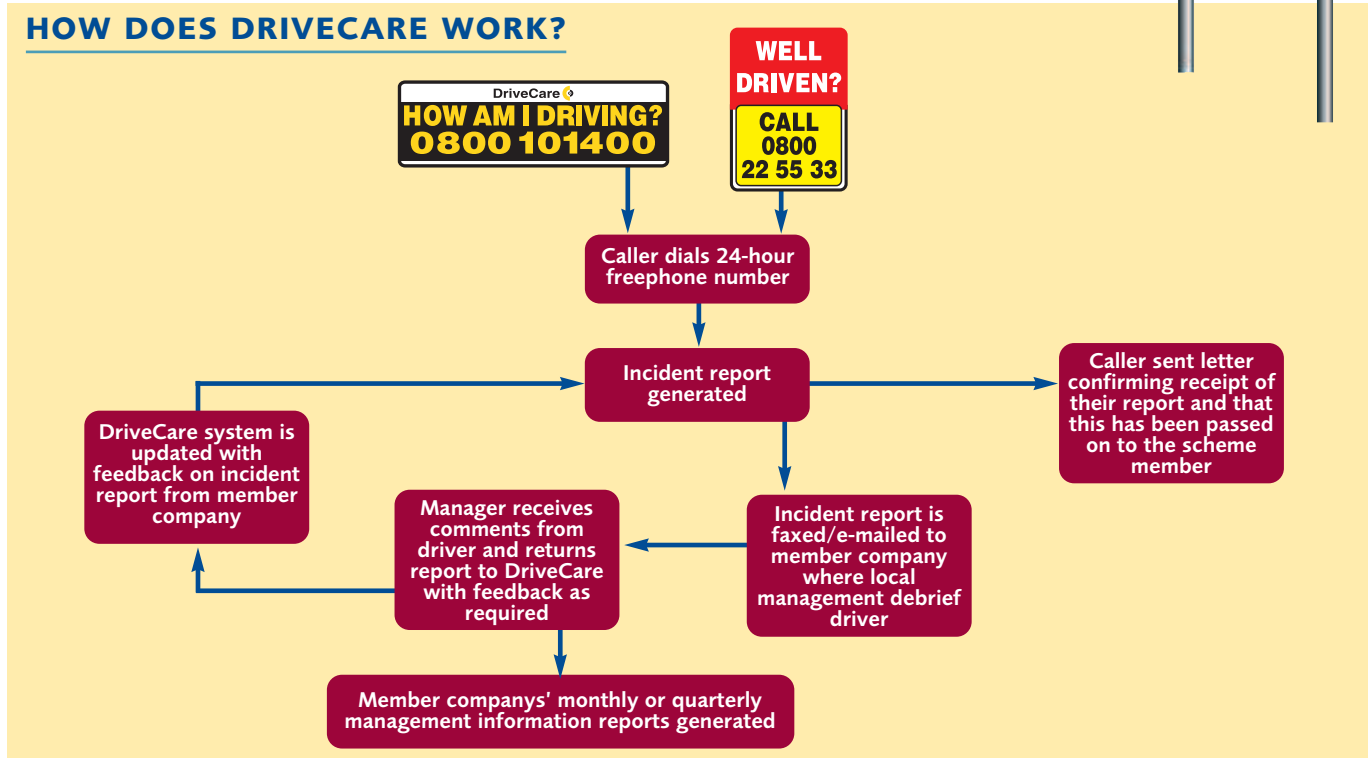
A decal with a 24-hour freephone number is positioned on the rear of a vehicle. It invites the public to comment on the standard to which the vehicle is being driven.

This raises the driver's safety awareness and will identify those vehicles or areas of your fleet where abnormally high levels of calls are occurring.

By implementing the DriveCare scheme, companies can make a positive step towards road safety and can focus remedial attention specifically on those areas of their fleet which management reports will show as having the greatest risk of a road incident.



## HOW DOES DRIVECARE WORK?



**DriveCare**   
and



In association with



Agent's stamp:

**Registration**

Usual Price  
£13/Vehicle/Year

**Allianz Policyholders**  
£10/Vehicle/Year

## WHAT ARE THE BENEFITS OF DRIVECARE?



### Encourages Safer Driving

The scheme helps identify those who do not take their job seriously by risking lives with aggressive and irresponsible driving and those who would benefit from training.



### 20% Accident Reduction

Evidence from existing clients shows blameworthy accident rates are reduced by 15 - 30%.



### Reduces Costs

With 20% fewer accidents and possible savings in fuel, maintenance and insurance premiums, your company will save £s.



### Improves Public Perception Of Your Company

Your visual commitment to safety and quality serves to reinforce and strengthen your company image.

## WHAT OUR CUSTOMERS SAY...

*We are pleased to see a positive response to the introduction of DriveCare. Driving standards have improved dramatically, culminating in less accidents and fewer complaints from road users.*

### 021 Courier Services Ltd

*ntl takes their commitment to promoting and providing a safety conscious environment for our associates very seriously. Operating the DriveCare scheme is one of our positive steps towards reducing the number of accidents within our fleet and highlighting the benefits of safe driving.*

### ntl / Cabletel

*Lucketts signed up to DriveCare to show our customers that we care about driving standards. The scheme enables the public to help us monitor and improve standards.*

*Anyone can call the DriveCare number and their call will be dealt with in an efficient, professional manner.*

### Lucketts Travel



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If you would like more details of DriveCare and how it can help your Motor Fleet please complete this application form and return to the following address or contact us on 0208 987 4507 or fax 0208 987 4897. Careline Services Limited, 250 Gunnersbury Avenue, Chiswick, London W4 5QB.

#### Personal Details

Reports will be sent direct to you

Your name:  Job Title:

Tel No:  Fax No:  Mobile:

#### Company Details

Company Name:

Core Business:

Address:

Postcode:

#### Vehicle/Decal Details – Number of Vehicles

Number required 9" (car/van size)  12" (LCV - medium)  15" (LGV - large)

Please send me more information on DriveCare (please tick)  Please enrol me immediately

Please contact me to discuss DriveCare (please tick)  Allianz Policy Number