



Idealease revolutionizes fleet operations with ELEVATE®, our proprietary Driver Performance System that improves driver safety and saves fleets millions of dollars in annual operating costs.

Sign up for the ELEVATE® Question/Tip of the Week and receive short, actionable, and easy-to-use information to help your drivers operate their vehicles more safely while reducing fuel consumption, idle time, wear and tear on equipment, maintenance costs, vehicle downtime, and more.

If you have a question or a topic you would like covered in a future ELEVATE Question/Tip of the Week, email jerryring@idealease.com (<mailto:jerryring@idealease.com>).

Find a complete list of ELEVATE topics below.

HEINRICH'S PYRAMID

Q: What is Heinrich's Pyramid, and how will it help me manage my drivers?

A:



Heinrich's Pyramid theory states that for every 300 acts of risky behavior, 29 of those acts result in a minor incident or near miss, and 1 of those 300 acts can lead to a serious accident or fatality.

Because risky behaviors can impact other travelers around you and how they may react, the Pyramid has shown to be a little narrower.

Studies show that out of 190 risky behaviors, there may be 6 near miss or minor injury collisions, and 1 major collision with possible injuries or fatalities. That's why we capture driving events. An occasional event may not seem like a major concern, but in some cases, these risky behaviors can lead to serious injury or worse.



After seeing these events accumulate for a specific driver, we nudge you to review your findings and coach your drivers. There are probably other risky behaviors that may be associated with the driving events reported; for example, distracted driving, following too closely, or speeding.

Let the Scorecard do the heavy lifting, so you can prioritize your coaching opportunities accordingly. Getting everyone home safely to their families should be the number 1 goal for our customers!

IDEALEASE, INC.

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