

**IDEALEASE**

## CORNER REDUCTION SUCCESS STORY

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) (<mailto:jerryring@idealease.com>).

Find a complete list of ELEVATE topics below.

I can't wait to share the fantastic success we've recently experienced with all of you.

We have a customer whose main focus is "corner events" and had clear opportunities for improvement. They had a tractor in Northern California and Oregon, where roads are winding and mountainous. In 3 months, this vehicle went from 191 events to 119 events, down to just 8 events! At that point I had to ask the team what their secret was. Below was his response...

"I was at the meeting addressing hard cornering events in Vacaville. I explained how these were measured. There was no argument my drivers could make that the information wasn't accurate. We already had the unit inspected to make sure the telematics device was installed correctly. I told them they needed to decelerate coming down the mountain. They may think they are going slow enough, but they are not. Slowing down a couple more miles per hour will only get them back a couple minutes later, which is much better than the alternative of rolling the truck and not making it home

at all. Everyone agreed they would make the necessary adjustments. The meeting was held the last week of January, which fell right in line with the partial reduction of corner events that month and the large reduction in February."

I have other customers that say it's impossible to eliminate these events (in that very same region). When the manager cares and takes the time to discuss it with their drivers, change can and will happen! Which type of customer do you want to be?

---

**24/7** ROADSIDE ASSISTANCE  
CALL 1-800-435-3273

**IDEALEASE, INC.**  
430 North Rand Road, North Barrington, IL 60010 | **847-304-6000** |