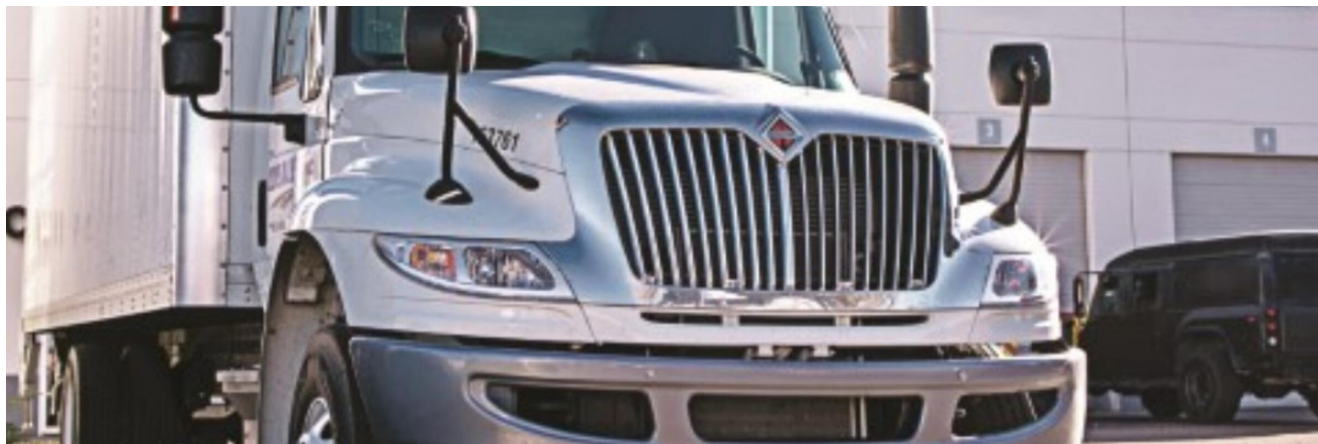


IDEALEASE

DRIVER APPRECIATION WEEK... COMING UP

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.

Q: Driver Appreciation Week is upon us; do you have any tips on how to celebrate?

A: Driver Appreciation Week is being celebrated from September 12th - 18th. Try to congratulate your drivers for having a safe and efficient year. With this year falling in the midst of a pandemic, the 3.6 million truck drivers have faced significant hurdles. This makes it a perfect time to show your appreciation!

When you receive your August Scorecard next week, don't forget to recognize and celebrate the top drivers. We often overlook these drivers to focus on coaching the poorly performing ones. Remember, drivers are all on the same team and do their best to represent your company and keep the roadways safe.

There are many ways to celebrate drivers; below are a few ideas:

- Company barbecue or Pizza party
- Safety bonuses or awards
- Efficiency incentives
- Certificates (Leader, Safety, Efficiency, etc.)
- Letters of recognition
- Gift cards

Just remember that positive reinforcement is always a good idea to drive behavior! I mean, who doesn't like an accolade?! It's all about walking the line of nurturing your drivers and helping them become better and/or praising them at their best.

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

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