

Driving Corporate Responsibility to the Next Level



AmeriPride: Linen & Uniform Services *People You Can Count On*[®]



AmeriPride[®] is committed to protecting its employees and the environment, and supporting the people and communities where they do business. They pride themselves on being a great place to work, stewards of the environment and

generous contributors to organizations and citizens in which they serve. Recognized as one of the largest uniform rental and linen supply companies, they operate more than 115 production facilities and service centers throughout the United States and Canada – providing linen, uniforms, floor mats, restroom and cleaning products to nearly 150,000 customers every week.

The Opportunity:

Dedicated to providing a safe work environment for all its employees, and with over 1800 vehicles in service daily, safety is a critical component of AmeriPride's business. With safety policies and training courses already in place, a more proactive solution was required to better protect and engage their drivers. Looking for results and change, a new 'Safety Driven' program was launched and the following four key performance indicator (KPI) objectives and targeted goals were established for their fleet/drivers:



- Reduce Speeding Events by 50%
- Increase Seat Belt Use by 50%
- Improve Driver Scores to a 4.2+ Rating
- Decrease Idle Time by 25%

The Solution:

Deployment of their Safety Driven program demonstrates AmeriPride's passion about the safety and efficiency of their fleet. Tasked with addressing the key performance objectives, AmeriPride's Fleet Management team sought out and successfully identified a comprehensive solution with significant differentiators from other telematics products in the market.

After careful research, **inthinc's safe-driving telematics solution** was implemented across 100% of its North America fleet in order to meet the objectives outlined in their program.

"We chose the inthinc solution because of its proven track record of improving safe driving, reducing accidents and creating a safer workplace for employees who are out on the road," said Leo Smith, Senior Director of Customer Operations.

Utilizing inthinc's Speed-by-Street™ database, coupled with in-cab real-time verbal coaching (RTVC), AmeriPride was able to address not only the initial four key performance objectives, but several other areas including fuel use, route optimization, and MPG improvement as well. The inthinc Solution provides real-time verbal alerts for drivers when they exceed the posted speed limit, fail to fasten their seat belt, leave their vehicles idling for too long, or exhibit aggressive driving behavior. In addition, the web-based inthinc Portal provides fleet managers with insight into driver performance and vehicle utilization via interactive dashboards and in-depth reporting.

"inthinc's web-based portal compliments our 'Safety Driven' program remarkably well," said Aaron Hedges, AmeriPride Delivery Manager. "The combination of inthinc's safe driving

"At the end of the day, it's all about creating a safer work environment for our drivers – inthinc's in-cab verbal mentoring coaches our drivers to safer and more efficient driving behaviors."

– John Sutherland, Senior Vice President of Customer Operations

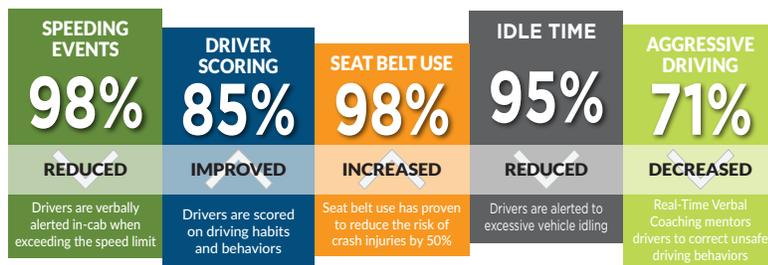
solution and our Safety Driven program is generating the results we were looking to achieve.”

The Results:

AmeriPride’s Safety Driven program, coupled with the inthinc solution, has seen immediate and sustainable results. In areas such as speeding, seat belt use, driver scoring and idling, AmeriPride realized significant improvement over and above their initial preset goals.

“The inthinc safe-driving technology coaches drivers on unsafe driving practices and seat belt use, as well as inefficient practices like idling,” said Banny Allison, Fleet Manager. “In addition to verbal coaching, driver data is reported to management and additional training is provided for those who do not meet our standards for safety and efficiency.”

One year after implementation, all four of the targeted KPI areas have achieved substantial improvement. Speeding events have been reduced by **98 percent**; seat belt compliance has increased by **98 percent**; overall driver scores have improved by **85 percent**; and idling times have been reduced by **95 percent** – all of which considerably exceed targeted KPI numbers.



Additional key performance results include:

- **71%** decrease in aggressive driving behaviors
- Significant improvement in **MPG**
- Substantial reduction in harmful **carbon emissions** into environment

Over and above the areas focused on above, AmeriPride utilized other product features of the inthinc solution to increase the overall efficiency and compliance of their fleet, namely:

- smartZones™ – real-time notification of customers visited via geo-fencing technology
- Passport Integration – route compliance and efficiency data integration
- IFTA – international fuel tax reporting and regulation
- Fuel Monitoring – fuel purchase monitoring and recording

Summary at a Glance:

The Opportunity:

- Reduce Speeding Events Across Entire Fleet
- Implement Method to Track and Enforce Seat Belt Compliance
- Improve Overall Driver Scores
- Decrease Unnecessary Idling and Harmful Carbon Emissions

The Solution:

- Launched ‘Safety Driven’ Program
- Implemented inthinc Solution Across Entire Fleet
- Provided Coaching and Driver Training Programs

The Results:

- 98% Reduction in Speeding Events
- 98% Improvement in Seat Belt Compliance
- 85% Improvement in Driver Scores
- 95% Reduction in Idle Time
- 71% Reduction in Aggressive Driving Events
- Significant Improvement in MPG
- Substantial Reduction in Carbon Emissions

Follow Us:



“We are committed to the health and safety of our employees and overall wellness of the communities where we live and work. Our Safety Driven program coupled with the inthinc Safe Driving Solution safeguards our drivers – promoting good health, safe driving behaviors and creating a positive work environment.”

Bill Evans, President and CEO, AmeriPride



About inthinc:

inthinc is a global provider of telematics, fleet management, and driver safety technologies. Its breakthrough solutions are designed to safeguard lives, save money and protect the environment. inthinc technology has been documented to reduce speeding and accidents by 60 percent, decrease maintenance costs by 20 percent, and reduce fuel costs. For more information, visit www.inthinc.com

Corporate:

341 South Main Street, Ste. 300
Salt Lake City, Utah 84111
866-294-8637 (United States)
+00-1-801-886-2255 (International)
contact@inthinc.com