

Fleet Newsletter

June 2016

AA DriveTech

Driving a better business

AAdrivetech.com

Dear recipient

Its here - your 'go to' for fleet-related news!

I will send you this regular newsletter on a bi-monthly basis. If you have a topic of interest you'd like me to include, please email me - lauren.claiden@AAdrivetech.com.

If you need any assistance with your fleet risk programme, please let us know. We're here to help!

Kind regards,
Lauren Claiden

Summary

- › Information for drivers
- › General risk management
- › AA DriveTech news

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Number plates being stolen to clone vehicles

Over 20,000 vehicles have had their number plates stolen within 12 months leading to fears that criminal gangs are attempting to clone cars to evade detection by the police. Statistics obtained under the Freedom of Information Act show that in some areas there has been a big increase in the number of thefts over a five-year period.



Drivers can take steps to reduce the chances of being a victim to crime. Where possible, park in a well-lit area and theft-resistant number plates are available.

[Read more >](#)

Driving safely in summertime

The warmer months can mean high temperatures, increased stress levels, and extra demands on your car – so here's our advice to help with the bigger challenges of summer driving.

Read more to find out the facts and advice



[Read more >](#)

Do you know your Highway Code?

According to an online training company, more than a third of company car drivers have a fundamental lack of knowledge of the Highway Code and basic road laws.

“ Many drivers haven’ t read the Highway Code since the day they passed their basic L- test. As a result, many do not know what road signs and markings mean, nor what the laws of the road are.



To claim your copy of the Highway Code*, please email me your name and address.

* A free copy of the highway code is available until 1st July 2016. Only 1 copy per company. We reserve the right to withdraw offer at any time.

[Email us](#) >

The changing fleet industry

We were recently invited to attend Fleet News magazine's Fleet Informed discussion on the changing fleet industry. You can read the article by clicking on the image opposite.

Read now >



Hands-free just as dangerous as hand-held

According to new research carried out by the University of Sussex, telephone conversations can cause the driver to visually imagine what they are talking about. This uses a part of the brain normally used to watch the road. The findings made the case for all phones to be banned from cars, according to the lead researcher.



Dr Graham Hole, senior lecturer in psychology at the University of Sussex, said the research laid bare the "popular misconception that using a mobile phone while driving is safe as long as the driver uses a hands-free phone".

"The problem is enforceability - it's very difficult for the police to tell if someone's using a hands-free phone," he said.

"But on balance, I think the law should be changed to get the right message across and make it absolutely clear that any use of a mobile phone while driving is hazardous."

Other studies have suggested that phone conversations in a car are more off-putting than listening to the radio or talking to a passenger, Dr Hole added.

A passenger chatting in a car is less distracting, the researchers argue, because both stop talking when the driver needs to concentrate.

PACTS Stats

On the 14 June, PACTS – the Parliamentary Advisory Council for Transport Safety, held a conference on Safer Vehicles that we attended. Here are a few highlights for you.



- Over the last fifteen years, there has been a 45% reduction in road deaths on Britain' s roads.
- Currently nearly 50% of the UK fleet have Electronic Stability Control (ESC) on board. To reach 100% penetration of ESC may take another ten years.
- Smartphones are pervasive: 59% of people have used them everyday for the last seven days.
- Across Europe, number of deaths of car occupants has steadily declined over the last 3 years, but vulnerable road users (pedestrians, motorcyclists and pedal cyclists), which represent around 50% of deaths, are flatlining.
- 20% of pedestrian fatalities could be prevented with Auto Emergency Braking (AEB) systems
- In 2014, pedestrians, motorcyclists and cyclists made up 80 per cent of KSIs in London
- In 2014, HGVs were involved in 25% of pedestrian fatalities and 38% of cyclist fatalities in London, despite only making up around 4% of the miles driven in London.
- In 2014, Highways England noted over 185,000 breakdowns, over 8,000 out of fuel breakdowns, over 42,000 tyre related breakdowns and over 46,000 debris incidents on strategic roads

You can download presentations here -

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Not the time to be 'horsing around'

Driver Advisory

Three different groups must be considered in terms of horse rider safety: horse riders, motorists or other road users, and horses themselves.



Facts

- Over the last five years (2010-2014 incl), more than 610 horse riders and carriage drivers were involved in and sustained injury in a road traffic accident (Road Safety Analysis, 2016)
- Horse riders represent a significant group of vulnerable road users and are involved in a number of accidents and near misses on the road. (Chapman and Musselwhite, 2011)
- In 2014, there were 115 reported horse rider casualties of all severities on public highways. Of these, 1 was fatal and 26 were seriously injured casualties. (RSA, 2016)
- ' Passing too close to cyclist, horse rider or pedestrian' was a reported contributory factor in 2,428 road accidents. Of these, 24 were fatal, 375 were classed as serious and 2,029 were slight accidents. (DfT, 2012b)
- Drivers and horse riders are not always aware of the same hazards in the road, and this may lead drivers to under-estimating the risk when encountering horses. (Chapman and Musselwhite, 2011)

Advice

- Slow down to 15mph and be ready to stop if necessary
- Look out for riders' signals to slow down or stop
- Be patient, don' t sound your horn or rev your engine
- Watch out for sudden movements, horses can be easily frightened and unpredictable
- Pass wide and slow when overtaking; giving the horse plenty of room. Don' t accelerate rapidly once you have passed them
- On roundabouts, horse riders will keep to the left within the roundabout until reaching their exit, when they will signal left. They will normally signal right only when approaching exits to the left they don't intend to use

Safety & Health Expo 2016

AA DriveTech will be exhibiting at the Safety & Health Expo at ExCeL, London on the 21-23 June 2016 - stand **P1650**.

Safety & Health Expo delivers three days of unrivalled educational programmes, covering a breadth of industry issues from the latest legislation updates to practical insights on construction safety, occupational health and lone working.



[Register](#)



Over 9% fuel saving achieved as AA DriveTech and Energy Saving Trust (EST) implement ‘real world’ eco driver training



Initial analysis of nearly 1,900 on-road coaching sessions show drivers can achieve over 9% fuel savings (9.4%) when incorporating eco techniques into their standard driver training courses.

The initiative integrates the EST training methods into AA DriveTech's courses, with each driver completing two laps of a pre-defined road circuit which simulates a full range of common driving scenarios.

Comparative fuel economy figures and average speed figures are recorded for each circuit both before and after the driver receives practical and easy to follow coaching; each driver is given a driver report to show what they've achieved on the day.

With an average saving of 9% on fuel costs, if sustained throughout the year a typical business driver covering 12,000 miles a year could expect to see annual savings of £180 to £210*, says EST.

Research by EST on pilot schemes showed that 99% of drivers found the techniques learned during the training to be useful for their day-to-day driving, with many achieving much higher savings than expected on the day.

Andy Wheeler, Head of the Training Academy with AA DriveTech, said: "An immediate fuel saving of 9% is a great result as our programme is focused on 'real world' training in real-life driving situations. Our coaching techniques are completely practical and also deliver additional safety benefits due to the increased focus by drivers on anticipating the driving hazards ahead."

Bob Saynor, Energy Saving Trust, Driver Training Consultant says: "We're delighted to achieve these figures and it's completely consistent with our expectations. By building an eco-component into their core driver training, AA DriveTech has started to educate drivers about eco driving skills and delivering safety messages at the same time."

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Visit our website

