



GPS Trackit

Miles Ahead

2024 Fleet Safety Report

Trends, Driver Behavior, and AI Technology





Fleet Professionals Agree: Safety Is a Top Concern

You'd be hard-pressed to find a fleet manager that doesn't care about driver safety. Everyone wants their employees to get home safely each day.

But by nature, driving is risky.

The risks are higher for those who drive as part of their jobs. Fleet drivers travel **20,000 to 25,000 miles** more than a non-fleet driver each year, increasing their exposure to crash risks¹. On average, about 20% of a company's fleet will be involved in an accident each year².

The grim reality is that motor vehicle crashes are the leading cause of work-related deaths in the United States.³ The most recent study reported **38,824** fatalities caused by motor vehicle crashes in a single year — many of which were attributed to human error.⁴

Video telematics technology emerged to address this clear and present danger and mitigate the role human behavior plays in it.



The primary objective of the 2024 Fleet Safety Report: Trends, Driver Behavior, and AI Technology is to learn which aspects of video telematics are benefitting fleets, which factors influence video telematics investments, the latest concerns regarding driver and vehicle safety, and finally, how to address them.

Nearly 300 survey respondents from the fleet industry weighed in to share their perspectives on crashes, driver behavior, driver coaching and training, and using technology to address safety issues.

The 2024 Fleet Safety Report examines the current state of fleet safety and video telematics based on their responses.

Of the many perspectives that emerged from the study, one thing is clear: Safety is an ongoing concern shared by fleet professionals. On a scale of 'Extremely Important' to 'Not Important at All,' two-thirds of survey respondents considered it extremely important to continually improve safety practices among their drivers and across their fleet.

¹ <https://www.automotive-fleet.com/303123/fleet-safety-metrics-reverse-negatively-accidents-increase>

² <https://www.automotive-fleet.com/303123/fleet-safety-metrics-reverse-negatively-accidents-increase>

³ Bureau of Labor Statistics [2022]. Census of Fatal Occupational Injuries, 2019-2020 as noted by the Centers for Disease Control and Prevention - Motor Vehicle Safety at Work

⁴ <https://www.nhtsa.gov/equipment/driver-assistance-technologies#other-systems-30696>

Study Participant Profile

The 2024 Fleet Safety Study gathered perspectives from nearly 300 professionals involved in managing Class 4-8 trucking fleets.

Fleet Size

Survey respondents manage fleets of all sizes, from 10 trucks to more than 1,000. On average, participants manage about 100 Class 4-8 trucks, with the majority operating fleets with 1-29 trucks.

Approach to Safety

Study participants answered questions pertaining to how their workplace approaches safety.

Organizational Importance of Safety

Two-thirds of respondents (62%) indicated their company employs a safety director or inspector, suggesting their organization considers safety a top priority worthy of a dedicated position.

Commitment to Safety

Fleet professionals agree that safety is a critical focus. 100% of respondents said continuing to improve safety practices is at least somewhat important, and the vast majority (94%) said it's very or extremely important.

Best Practices

Among hundreds of responses regarding which safety best practices respondents follow, those mentioned most often included:

- ✓ Driver behavior monitoring
- ✓ Training procedures
- ✓ Review meetings

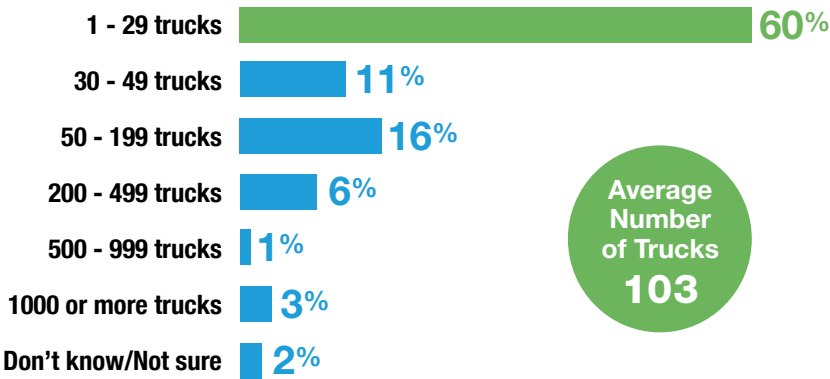


Methodology

An email invitation (and reminders) to participate in an online survey was sent to those in the Bobit Automotive Fleet, Heavy Duty Trucking, and WorkTruck databases as well as Business Fleet, Fleet Financials, and Fleet Forward eNewsletter lists. Criteria for inclusion in the sample included being in commercial/private, for-hire trucking fleets, government and supplier/manufacturer lines of business, and fleet sizes of 10-499 vehicles. Email invitations and reminders were also sent to a de-duplicated list of GPS Trackit eNewsletter recipients.

A total of 291 responses (232 completed and 59 partially completed surveys) were collected between May 16 and August 23, 2023. As an incentive, a \$25 Amazon gift card was offered to the first 200 respondents who qualified, completed the survey, and provided a valid email address.

What is the total number of commercial vehicles (GVW Classes 4-8) that you have in your fleet?



Average
Number
of Trucks
103

Fleet professionals surveyed average 103 trucks (GVW Classes 4-8) in their fleets.

State of the Safety Industry: Crashes, Cameras, and Claims

Crashes continue to be common. Fleet professionals see the value in video telematics to improve driver behavior and record the circumstances of crashes and are gradually adopting the technology.

Accidents Are Widespread

The vast majority of respondents (86%) indicated drivers had experienced accidents at some point. About **one-third of fleet professionals surveyed indicated a dash cam was present in the vehicle at the time of the crash.**



How necessary do you think video evidence is in case of an accident?

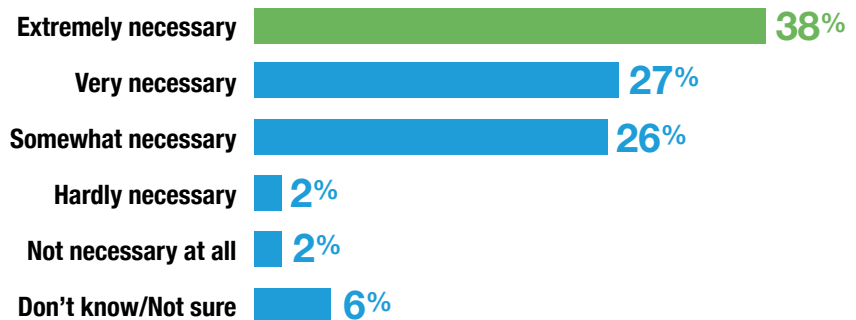
Video Evidence Is Valuable
Fleet professionals see the value in video evidence, even if they don't currently use dash cam technology.

30% of respondents use dash cams, but 65% said video evidence is very or extremely necessary when crashes happen. Only 4% said it is hardly or not necessary. The gap between the number of respondents who currently use dash cams and the number who see the value in video evidence may suggest wider adoption of the technology is forthcoming.

Crash Footage Aids Insurance Claims

Although video evidence can help insurance companies process claims faster, a majority of the fleet professionals surveyed have yet to add this as a key performance indicator: 58% of respondents weren't sure how quickly claims were resolved when crashes were recorded.

Even so, **one-third indicated their insurance companies processed claims quickly:** 7% said claims were resolved immediately and 22% said they were resolved within a month.



Over one third of fleet professionals surveyed thought video evidence is extremely necessary if accidents occur.

Driver Measurement and Coaching

Almost all survey respondents (96%) measure driver behavior in some capacity.

Frequency

Survey respondents are in favor of frequently measuring driver behavior: 36% measure it daily, 25% weekly, and 11% monthly.

Consistency

The overwhelming majority (82%) of fleet professionals prefer to monitor behavior on a schedule. Another 14% monitor behavior periodically or randomly. Just 3% said they do not monitor it at all. This suggests consistently monitoring driver behavior is a best practice among trucking fleets.

Timing

More fleets monitor driver behavior constantly compared to those who only monitor it when there is a problem, again reinforcing the importance of frequent monitoring.

- 49% coach driver behavior all the time.
- 29% coach drivers when there is a problem.
- 18% said they only coach drivers sometimes.

Top Driver Behavior Coaching Methods

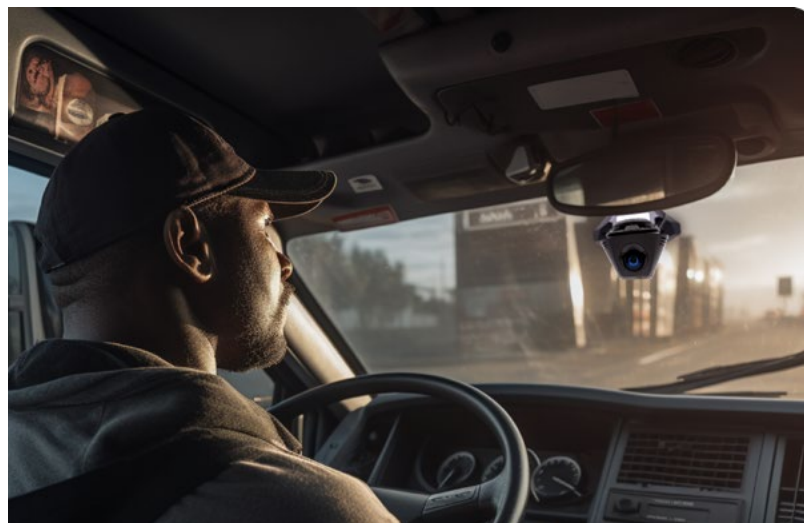
Among those who coach their drivers' behavior all or some of the time, nearly three-quarters (71%) cited training as the top coaching method.

Penalties or suspensions rang in as the second-most used method (46%), followed by rewards programs or bonuses (31%), and naming an employee or driver of the month (31%).

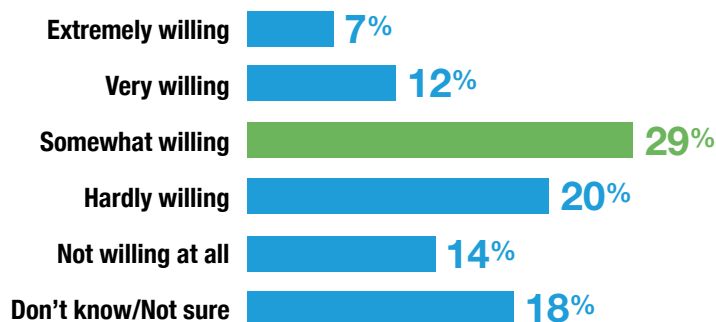
Driver Acceptance of Dash Cams

Although the dominant narrative has been that drivers are resistant to dash cams, the tide may be turning.

A higher percentage of respondents said drivers are willing to be recorded with onboard cameras (48%) than those who said they aren't willing (34%). One in five (19%) said drivers would be very or extremely willing.



Thinking about your current drivers, how willing are they to be recorded with onboard cameras?



29% of fleet professionals surveyed considered their fleet's current drivers as only somewhat willing to be recorded with onboard cameras, with an additional 34% unwilling (hardly willing or not at all willing).



Addressing Safety with Technology

GPS tracking is the most widely adopted safety technology, with nearly three times as many respondents using it compared to video telematics. However, survey responses indicate the varying adoption levels aren't due to a lack of faith in dash cam technology.

Levels of GPS & Dashcam Adoption

Of the fleet professionals surveyed, **88%** used GPS tracking while **30%** used in-cab video technologies.

Survey respondents reported seeing the value in dash cams, so the **gap in adoption levels may be attributed to the fact that GPS fleet tracking has been on the market far longer than dash cams.**

The Impact of Technology

Although a larger majority of fleets have adopted GPS tracking, respondents indicated dash cams have almost as large of an impact on driver safety. This suggests lower in-cab video adoption rates aren't lagging due to the effectiveness of the technology.

- **51%** said GPS trackers would have the biggest impact on driver safety.
- **40%** said dash cams would have the largest impact.

Dash Cam Sentiments



TOP FEATURES

Respondents indicated the most important dash cam features are:

- GPS tracking and real-time location (59%)
- Real-time alerts (50%)
- Historical videos (47%)
- AI to identify bad driver behaviors (40%)
- 360-degree view (40%)
- In-cab coaching (22%)
- All are equally important (8%)



TOP USES

The top uses of dash cams relate to improving driver behavior, video evidence, and compliance.

Respondents said dash cams should be used for:

- Accident exoneration (80%)
- Monitoring driver behavior (69%)
- Monitoring distractions (60%)
- Compliance purposes (56%)



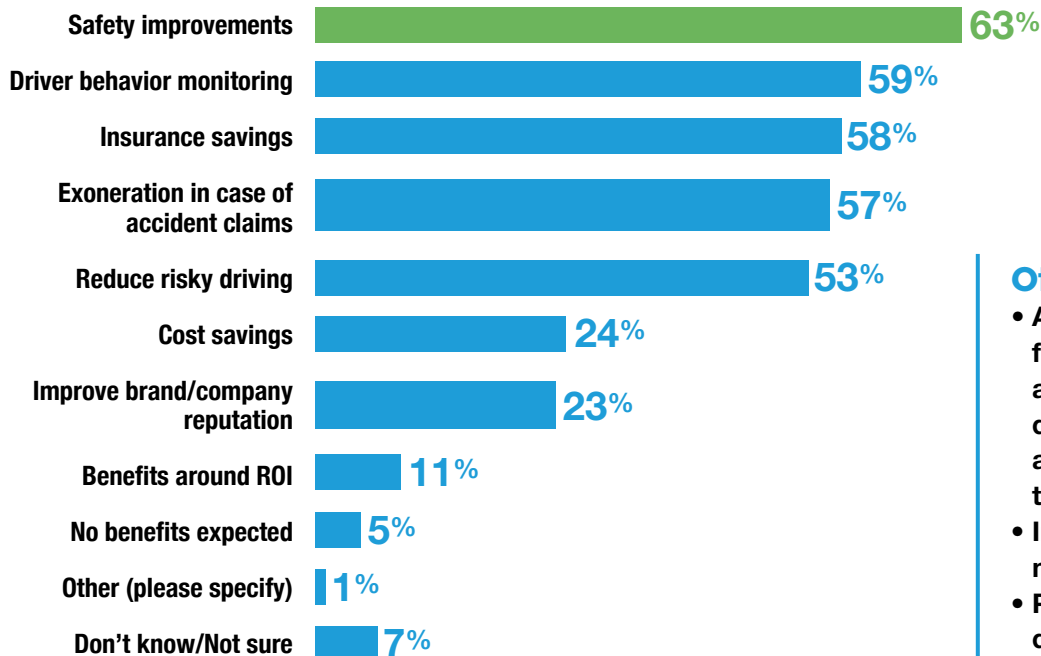
TOP BENEFITS

Safety ranked as the top benefit of using dash cams, with 63% of respondents saying they considered it a benefit.

Following closely after are driver behavior monitoring (59%), insurance savings (58%), exoneration from false claims (57%), and reducing risky driving (53%).

Respondents also cited **cost savings, improving brand reputation, and benefits around ROI.**

Of the following choices, which ones do you consider benefits of Dash Cam usage?



Other:

- Avoid the driver from being wrongly accused of safe driving or being the at-fault driver in a traffic crash.
- Insurance savings minimal.
- Proving the driver's defense.

Over half of fleet professionals surveyed named the following benefits of dash cam usage: safety improvements, driver behavior monitoring, insurance savings, exoneration in case of accident claims, and reductions in risky driving.

Dash Cams Pay Off

When asked which benefits they've experienced or expect from implementing dash cams, respondents listed more than 25 ways the technology could benefit their fleets.

ROI-Related Benefits

Survey respondents expected or experienced a wide range of ROI-related benefits after implementing on-board dash cams.

The top-ranking benefits mentioned were:

- The impact on accident claims
- Lower insurance costs
- Generally safer drivers, which can reduce crash-related costs

Time to Achieve Results

Most fleet professionals surveyed (78%) had a good idea of how quickly dash cams yield results, with the majority (51%) indicating they expected them quickly.

GPS tracking and dash cams are one way to offset price hikes.

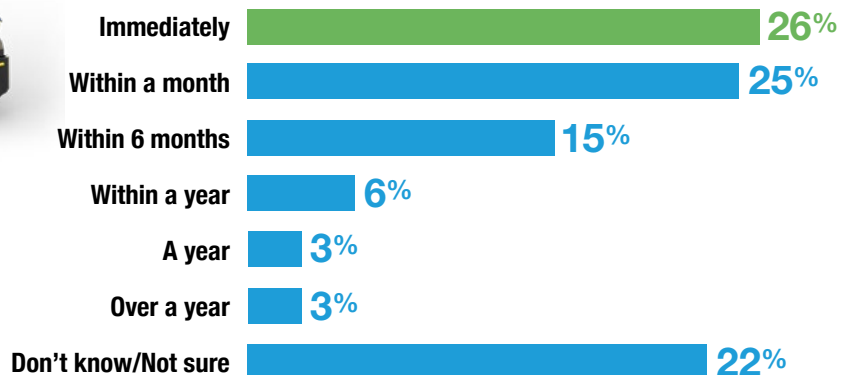
While 39% of fleet professionals surveyed did not know whether they received insurance benefits or discounts for implementing telematics or dash cams in their fleet, 33% indicated they did or might receive them.

"One of my trucks was involved in a staged accident. If I hadn't recorded it, I would have faced a lawsuit costing me \$247,000. So, yes, there are significant cost and stress savings by having both the camera system and the tracking system."

—Leon Chinyou, Chin Diesel INC



How much time do you think it would take to see results after the implementation of a dash cam?



Once a dash cam is implemented, around a fourth of fleet professionals surveyed were split on whether impact should be visible immediately (26%) or within a month (25%), at a minimum.

Dash Cams Help Offset Insurance Price Increases

According to a [recent report by the American Transportation Research Institute \(ATRI\)](#), commercial auto insurance has increased nearly 50% over the last 10 years, particularly between 2018 and 2020.⁵

⁵ Alex Leslie, Ph.D. and Dan Murray. The Impact of Rising Insurance Costs on the Trucking Industry. American Transportation Research Institute. February 2022.

Increased Safety Investments on the Horizon

Fleet professionals care a great deal about safety — but their level of investment hasn't caught up with their level of concern — yet.

The majority of fleet professionals expressed concern about safety: **81%** said they have at least some level of concern about the safety of their drivers and vehicles. More than half (**54%**) said they are very or extremely concerned about safety.

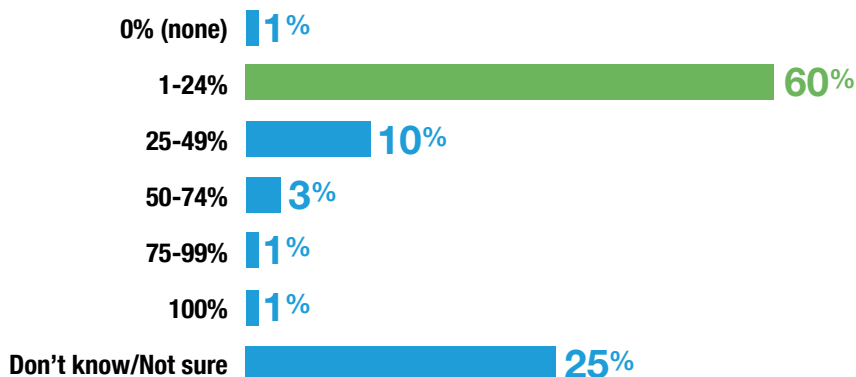
Despite a high level of concern, the majority of respondents said their company does not make significant investments in safety.

The majority of fleets (**60%**) spend less than **25%** of their operating budget on driver and fleet safety.

However, respondents feel investments in safety technology will soon increase.

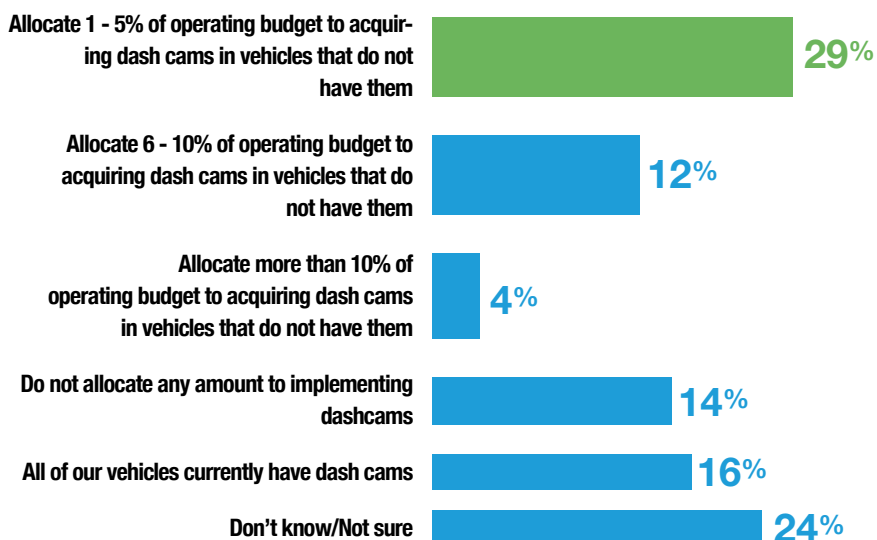
In the year ahead, more respondents said it would be worth it to them to devote more dollars to improve the safety of their fleet and drivers by implementing dash cams on vehicles (**35%**) than those that said they would not allocate spending on dash cams (**14%**) and those that weren't sure (**24%**). **16%** said all of their vehicles are already equipped with dash cams.

What percentage of your operational budget are you willing to spend on drivers and fleet safety?



3 in 5 fleet professionals surveyed would spend less than 25% of their operational budget on drivers and fleet safety

If you could put a dollar amount on how much it would be worth to you to improve the safety of your fleet and among your drivers by implementing dash cams on your vehicles during 2023 (if not currently on vehicles), what percent would you choose?



Nearly 3 in 10 fleet professionals surveyed said they would put 1-5% of their operating budget to improve the safety of their fleet and drivers by implementing dash cams on vehicles (where dash cams were not currently implemented) during 2023. Nearly a fourth were unsure how much they would allocate.

The Future of Driver Safety: AI Dash Cams



With increased capabilities to improve driver behavior, AI dash cams are poised to be the predominant fleet safety technology of the future.

Fleet professionals are already heading in this direction. Although just **4%** currently employ AI-powered dash cams, over half (**61%**) of respondents said they think about the possibility of in-cab dash cams with AI helping drivers reduce accidents. Another 49% are likely to consider it.

Video AI has the power to transform driver behaviors and the fleet safety landscape. Dash cams don't just monitor driver behavior; they alert drivers when they aren't driving safely right when it's happening.

In-the-moment voice prompts are beneficial because:

- They encourage drivers to correct risky behaviors immediately, thereby reducing the likelihood of crashes.
- Drivers learn which behaviors aren't safe and begin to coach themselves to perform better.
- When drivers know which behaviors need work, they'll already know which topics they'll cover in meetings with their manager.

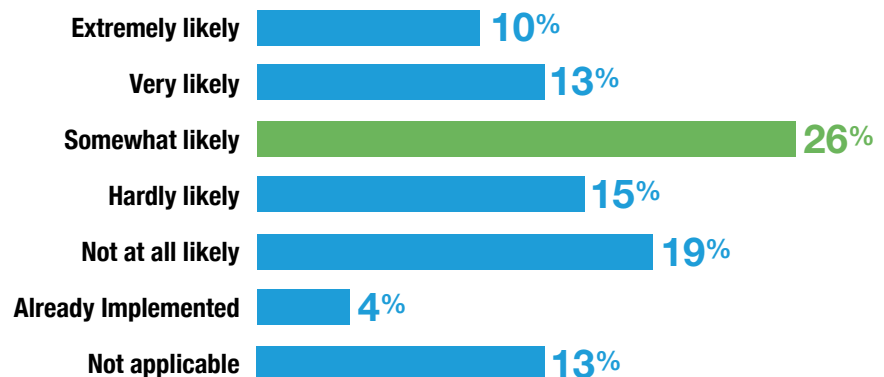
"One of my drivers complained saying that the camera automatically tells him 'driving too fast, driving too fast.' So, I told him to slow down, the cameras are telling you something. I really have seen improvements in my drivers in terms of driving better."

—Pearl Robbins, Hyde Transports

- This awareness helps drivers be less defensive, encourages them to engage in the discussion, and helps them understand that dash cams are a tool that helps them improve the way they work.
- Over time, they'll aim for zero-alert trips, meaning they are doing all they can to drive safely.

AI dash cams involve drivers in the process of developing safe driving habits. Instead of being punitive, they're interactive — giving fleet managers and drivers the power to truly transform driving behaviors.

How likely are you to consider using AI dash cameras in your vehicle fleet?



Less than one fourth of fleet professionals surveyed are likely (extremely or very) to consider using AI dash cams in their fleet, while 4% have already implemented it

Note: This question was preceded with the following definition of Artificial Intelligence: Artificial intelligence (AI) pulls together vast amounts of data to help fleet managers make more informed decisions. When the system senses a driver could be distracted, it can provide an audible warning to help the driver focus. The use of data collected by video, GPS, and engine management systems to predict behavior and reduce risk is considered "AI."

Fleet Safety Resources

To learn more about AI Video, GPS Trackit offers resources to help you level-up fleet safety.

Visit <https://gpstrackit.com/fleet-management-resources/> to get:

eBooks

- [6 Ways Video Telematics Improves Driver Safety](#)
- [Why You Need AI-Based Video Telematics for Your Fleet](#)

Webinars

- [Building a Safety Culture: Fleet Operators Share Real-World Examples](#)
- [The High Cost of Fleet Accidents — How to Avoid Them & Protect Your Company](#)

Blog Posts

- [What Is Video Telematics? Everything You Need To Know](#)
- [The Top 5 Ways Video Telematics Helps Protect Your Fleet](#)
- [How To Build A Driver Safety Program Using Fleet Dash Cams](#)
- [How To Find The Best Video Telematics Companies](#)
- [Truck Dash Cam Shows Distracted Driving](#)
- [How Ai-Powered Dash Cams Improve Safety & Compliance](#)
- [How To Get Fleet Drivers Onboard With Video Monitoring](#)
- [What Does The Future Of Ai And Fleet Management Look Like?](#)
- [Driver Safety Programs Benefit More Than Just Your Crews](#)

Learn More about GPS Trackit at www.gpstrackit.com

Since 2002, GPS Trackit has been a pioneering force in cloud-based, IoT fleet solutions and GPS fleet tracking. Our industry-leading technology and focus on world-class customer service has earned us a place on Deloitte's Technology Fast 500 list and supports over 12,000 fleets worldwide.

[Talk to a fleet advisor now. Call \(866-320-5810\)](#)

