

GreenRoad Announces Its Annual List Of Drivers That Have Achieved Fleet Elite Status for Outstanding Driver Safety And Performance

GreenRoad Shows A 15% Increase In [Elite Drivers](#) Across The Globe As More Fleets Are Maintaining And Promoting Safer Driving Habits That Promote Better Fleet And Driver Performance.

Austin, Texas, ([PRWEB](#)) March 23, 2016 -- GreenRoad, the leading provider of driver and fleet performance management solutions, announced today that more than 11% of its professional driver base achieved Fleet Elite status for 2015, representing a 15% increase over 2014.

The number of fleet and mobile workforce drivers on the road is growing year after year, and even with proper training and coaching the challenges facing them on the job continue to increase as well. It is estimated that 1 in 5 fleet vehicles are involved in a crash annually. These crashes can result in anywhere from \$16,000 to \$500,000 of costs per incident. Additionally these same crashes can cost on average 12 days of lost work from the employee involved in the incident.

GreenRoad's patented Driver Safety Solution helps fleet and mobile workforce managers mitigate driving related risks and costs by promoting a culture of safe driving behavior.

For over 10 years GreenRoad has led the driver and fleet performance sector worldwide and to promote the most successful and safest drivers globally the GreenRoad Fleet Elite Program was created to motivate drivers and help fleet managers and owners reward safe driving practices.

The Fleet Elite status is awarded to drivers who maintain a GreenRoad Safety Score of five or less while logging over 500 GreenRoad driving hours during the calendar year.

Drivers can earn the coveted bronze, silver or gold Fleet Elite status in recognition of one, two, three or more consecutive years of consistent, safe and efficient driving behavior. Drivers with a score of five or below who earned Fleet Elite status, indicate an average of just five risky maneuvers per 10 hours driving (or less than one event in an hour of driving). These improvements are particularly significant in light of the growth in the total number of fleets and drivers using GreenRoad for driver and fleet performance management.

“Again, this year, organizations worldwide recognized the importance of Fleet Elite. GreenRoad Drivers promote their Fleet Elite Status with pride and work hard to maintain their eligibility for Fleet Elite membership every year” said Dougie Portwood, Director of Strategic Program Management. “Fleet and Safety Managers agree that the Fleet Elite program has a huge positive impact on driver safety, performance and overall organizational culture.”

Rory Morgan, Head of Logistics Support for Western Europe at Iron Mountain, said: “We are immensely proud of our drivers who have once again endorsed their growing reputation as being some of the safest performing drivers on our roads.” This year 61% of our total driver population achieved Fleet Elite status with 25% reaching the prestigious Fleet Elite Gold. Together with the Brake Fleet Safety Award we acquired in 2015 with GreenRoad, this represents the culture of safety within Iron Mountain that GreenRoad helps to promote.”

Additional Customers Highlights for 2015 include:

- [Stagecoach](#) with 4,663 Drivers earning Fleet Elite status representing a 14% increase over 2014.
- [Summit Materials](#) increasing their Fleet Elite driver population by 21%, representing 43% of their total driver base.
- [Charmer-Sunbelt](#) achieving an increase of 29% in the number of drivers that achieved Fleet Elite status representing a significant improvement since joining the program.
- [Modern Transportation](#) who more than doubled their number of drivers that achieved Fleet Elite status representing close to 30% of the total drivers in their fleet.
- [Mana Coach Services](#) of New Zealand realizing an increase of drivers earning Fleet Elite status by 63% over 2014.

Visit GreenRoad online to learn more about how GreenRoad's Fleet Elite Program and [Driver and Fleet Performance Management solutions](#) can help transform your business.

About GreenRoad

GreenRoad is a global leader in fleet performance management solutions, helping organizations achieve greater productivity and improved safety and performance through real-time actionable data. GreenRoad's advanced technology and analytics help organizations of all types improve driver safety, increase operational efficiencies, and maintain corporate and regulatory compliance while reducing overall risk.

GreenRoad engages drivers directly to generate meaningful, lasting change through real-time, in-vehicle feedback and highly effective change management methodology. For more information, please visit www.greenroad.com, and follow GreenRoad on Twitter, @GreenRoadNews.



Contact Information

David Rodriguez

GreenRoad Technologies

<http://www.greenroad.com>

+1 (512) 960-4726

David Rodriguez

Greenroad Technologies

<http://www.greenroad.com>

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