



Smith System Announces Strategic Alliance with DriveCam to Enhance Driver Safety Programs

Smith System, a leader in corporate driver safety training will be co-market their services with DriveCam, an innovator in vehicle-mounted incident video recording technology.

([PRWEB](#)) December 15, 2002 -- - Industry leaders combine safety technology and driver training to benefit commercial fleets -

San Diego, Calif. - December 15, 2002 - DriveCam Video Systems, a developer of fleet safety technology, today announced it has signed a strategic marketing agreement with Smith System's Driver Improvement Institute to provide fleets with enhanced driver training and safety programs. Under the agreement, DriveCam and Smith System will endorse and promote complementary products that provide fleet customers with a comprehensive system to evaluate and improve driving behavior.

Smith System is the industry leader in professional driver safety training and hands-on safety education programs. Founded in 1952, the company is the originator of the "5 Keys to Space Cushion Driving," an effective method to increase an experienced driver's safety awareness. DriveCam's Driving Feedback System digitally records erratic driving and collisions from the vehicle, which are then used to counsel drivers and improve driving performance.

"Commercial fleet operators are facing mounting insurance rates and rising operating costs. Improving driving performance is the key to controlling insurance losses," said Ed Andrew, president of DriveCam. "The marriage of DriveCam's video capture of actual driving experiences with Smith System's superior training programs provides a powerful weapon that fleets can use to reduce the frequency and severity of collisions and lower expenses."

Included in the agreement, Smith System will incorporate DriveCam recordings of actual driving incidents, including those unique to specific types of fleets, into its fleet training programs. At the same time, DriveCam will incorporate Smith System's "5 Keys to Space Cushion Driving" into its driver coaching methods.

"At Smith System, our training programs are based on how drivers behave behind the wheel, in real-life situations," said Del Lisk, president of Smith System. "DriveCam's Driving Feedback System complements our emphasis on hands-on, on-road safety education to help experienced drivers improve their safe driving skills. We are looking forward to working with DriveCam to offer fleets the most effective training programs available."

About DriveCam Video Systems

DriveCam Video Systems develops fleet safety technology that improves driving performance and lowers operating costs. Based in San Diego, the company's Driving Feedback System is used by thousands of commercial vehicles and has been endorsed by the insurance industry as an effective loss control system. Additional information is available at www.drivecam.com.

About Smith System

Smith System was founded in 1952 as the nation's first fleet driver safety training organization with on-road, hands-on safety education techniques for experienced drivers. Smith System delivers behind the wheel



instruction to more than 15,000 fleet drivers each year and has presented programs in 47 countries. In the past decade, Smith has provided services to more than half of the current Fortune 500® organizations. In addition to its on-road training and extensive video and DVD library, the company offers web-based education and fleet monitoring. Additional information is available at www.smith-system.com



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