



LandSonar Launches SpeedGauge - Fleet Safety Service

SpeedGauge predicts the likelihood of speed-related truck accidents before they happen

San Francisco, CA ([PRWEB](#)) May 20, 2004 -- LandSonar, Inc., a new entrant in the use of predictive vector analytics for the commercial trucking industry, today announced the launch of SpeedGauge, a managed data analytics service that helps commercial trucking fleets identify high-risk drivers and manage fleet risk.

This patent-pending dynamic data analytics tool uses GPS data to monitor, rank and rate drivers on all roads nationwide. When integrated into an AVL offering and delivered daily by email, SpeedGauge provides a quick and effective way for fleet safety managers to compare drivers in the same fleet and against best practices within the trucking industry.

"LandSonar's SpeedGauge provides a low-cost way to monitor drivers, and more importantly, identify drivers who are statistically more likely to be involved in a fatal crash, " says LandSonar CEO Jonathan Hubbard. "Trials demonstrate that Predictive Risk can reduce excessive speeding by 50% and significantly reduce the expected accident rate. "

Excessive speeding is a major cause in 30% of the annual 104,000 truck crashes in the U.S. in 2002. These speed-related crashes resulted in nearly 1600 deaths, \$6 billion in lost productivity and hundreds of millions of dollars in added insurance premiums.

LandSonar is a Predictive Vector Analytics platform that uses dynamic data sources to deliver predictive decision support data to commercial transportation fleets, their insurance companies and their customers.

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