

## **eDriving Expands Telematics Offerings**

*eDriving, the largest global provider of driver risk management and driver training solutions, is expanding the range of offerings incorporating its flagship Mentor by eDriving with FICO Safe Driving Score*

Oakland, Calif. ([PRWEB](#)) September 25, 2017 -- [The announcement](#) is being made following the [TU 2017 Connected Car Insurance Conference](#) and marks the company's concerted and expanded effort to further engage with the insurance industry as indicated by its broadening [insurance solutions](#) focusing on acquisition, retention, risk reduction and usage-based insurance (UBI).

As the first [patented "closed loop" smartphone telematics solution](#) for fleet drivers, [Mentor by eDriving](#) scores driving behavior and delivers tailored driver training straight to smartphones, tablets and computers. Significantly, it is also the data backbone for a transformational industry standard risk predictor for both businesses and consumers – the [FICO® Safe Driving Score](#).

“We’re really pleased with response from the insurance industry across the board and look forward to evolving our role in the space with existing and future partners and clients,” said Celia Stokes, CEO of eDriving, who presented at the TU conference. She was joined at the conference by the EVP of [eDriving’s Fleet Division](#), Ed Dubens.

Dubens added, “We’re matching our product pipeline with market demand. You amass a lot of expertise and credibility en route to defining the gold standard for fleet safety solutions.”

A sampling of [eDriving’s impressive and growing list of clients](#) can be found on its website and includes some of the world’s largest insurers.

At the conference, eDriving also introduced its newest member of the team, [Jim Davis, VP of Business Development](#), who brings a strong pedigree in the insurance-based telematics industry, heralding from previous roles at Lytx, SmartDrive Systems and ProSight Specialty Insurance.

From holistic risk management solutions to targeted a la carte products and services, eDriving has assembled the industry’s most comprehensive portfolio of world-class fleet services, validated by large-scale research studies with up to 26,000 participants and refined by decades of experience working with some of the world’s most successful businesses.

For the first time, the company’s flagship product, [Mentor](#), will now be offered in three tiers — as a standalone product, as a white-labeled solution, and as part of bundled driver risk reduction packages, incorporating some of the most widely used and proven products and services in the driver risk management and training space, including:

- **7 Stages of Distraction Denial™** — This extensive guide helps drivers confront myths about distracted driving that contribute to so many needless accidents.
- **Virtual Risk Manager™ Platform** — Enables seamless integration of infinite “data universes” into one Performance Management System that provides a full 360 degree view of the driver and clear actionable steps



for participants. Data universes can include driver incident, collision, telematics and other objective performance indicators.

- DriverINDEX® — A predictive modeling solution that divides drivers into risk levels, enabling the identification and remediation of the most at-risk drivers
- One More Second® Training — 2.5 hour state-of-the-art defensive driving eLearning solution
- RoadRISK® Risk Assessment — Predictive risk assessment tool validated via large-scale research studies.

### [About eDriving](#)

eDriving is the largest provider of online driver training and global driver risk management with more than 10 million U.S. consumer customers to date and over one million fleet drivers served annually. In addition to providing state-regulated online novice driver training and online driver improvement courses (a.k.a. traffic school), its focus is on helping drivers become smarter and safer behind the wheel in close partnership with corporations, fleet services, and insurance companies. The Fleet division provides the industry's most comprehensive portfolio of driver risk reduction programs validated by large-scale research studies, refined by decades of experience with some of the world's largest blue-chip corporations, and backed by 40 case studies, 60 published research papers and over 70 global safety awards. eDriving's mission is to address the 94% of collisions and incidents caused by driver attitude and behavior through the use of technology and online learning expertise. We empower smarter, more reliable, more deliberate drivers.



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