

Overview

GoSafe is contracted by An Garda Síochána in conjunction with the Department of Justice to provide and operate safety cameras in Ireland. The safety cameras are deployed in high-visibility vehicles primarily on stretches of roads where there is a history of collisions. These are known as Collision Prone Zones (CPZ's) or Speed Enforcement Zones. We currently check the speed of over 2.5 million vehicles per month throughout Ireland on a 24 hour basis with an emphasis on the times of the day, and days of the week that accidents occur.

The challenge

We are required to operate on roads that are statistically the most dangerous in Ireland. Despite operating in such a high-risk and potentially catastrophic working environment, GoSafe strives to be amongst the safest companies operating on Irish roads.

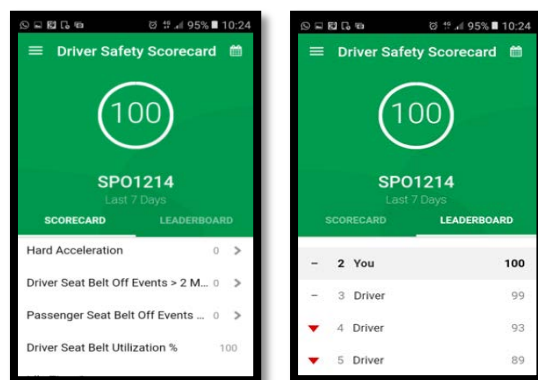
Driver Safety is the Core of our Culture

We aim to make Irish roads and lives safer by promoting a responsible and compliant attitude towards driving. We recognise that to do this, we must lead by example and strive to be ambassadors for road safety. We aim to be one of the first Irish companies to be ISO 39001 Road Traffic Safety Management Systems accredited. We will reduce road risk at work by promoting and investing in many initiatives including:

a) Driver Behaviour

Drivers for GoSafe must at all times remember that they are ambassadors for road safety and have a responsibility to drive safely and courteously.

All GoSafe vehicles are fitted with a telematics system that monitors driver behaviour including seat belt use, speed, hard acceleration and hard braking. GoSafe employees get instant in-vehicle audible feedback following any erratic driving behaviour. Drivers are scored on a daily basis and they can compare their score to their colleagues. Management has access to behaviour dash boards that provides visual representations of our fleet and drivers.



b) Vehicle Selection, Management and Maintenance;

We purchase the best in class vehicles from Ford and all optional safety features are selected as standard. We want to have the safest commercial vehicles on Irish roads and accordingly all new vehicles have the following safety features:

- Adaptive Cruise Control

- All Weather Tyre for Winter Season
- Collision Avoidance with Active Braking using radar and a camera
- Lane Keeping Alert with Driver Alert
- Rear View Camera and Parking Sensors
- Traffic Sign Recognition
- Tyre Pressure Monitoring System
- Above is in addition to the following features of Auto-Start-Stop, Air Conditioning, Emergency Brake Assist, Electronic Stability Control, Hill Start Assist, Load Adaptive Control, Roll-Over Mitigation, Seat Pack 16 (including Curtain & Thorax Airbags, Heated Driver's Seat) & Traction Control.

Our next generation of vehicles will have Pre-Collision Assist with Pedestrian Detection and Active Braking.



Our approach to fleet maintenance requires that all vehicles are required to undergo a DVIR (Driver Vehicle Inspection Report) prior to being deployed on the road. If the vehicle fails this check the vehicle is not allowed out on the road until the highlighted defects are repaired.

c) Driver Recruitment, Selection and Induction/Orientation;

At GoSafe we endeavour to ensure that we select responsible, safe drivers with clean driving records. Employees will only drive a GoSafe vehicle if they pass our training program, maintain their certification and drive with due care and attention.

GoSafe also has invested in Driver Wellbeing; Fleet Safety; our Quality, Health and Environmental Policy; Organisational Leadership and Culture; and Journey and Mobility Management.

Benefits / Results

- Greater employee satisfaction and retention
- No increase to Commercial Fleet Insurance for 2016-2017 (based on cost per vehicle).
- Reduced Commercial Fleet Insurance for 2017-2018 (based on cost per vehicle).
- Reduced Road Traffic Collisions
 - 2 in 2015
 - 1 in 2016 (Ice – Minor)
 - 0 in 2017 (Year to date)
- Reduced Employee Back Injuries
 - Batteries are externally charged, no more lifting of batteries
 - Heated Seats with 10 Way Seat Adjustment with Lumbar Support
- Annualised fuel saving of €25,000 (2016 vs 2017)

