

Risk reduction you can count on.

Reduce collisions by 20%
or your money back.

Mentor by eDrivingSM revolutionizes fleet risk management by providing **behavioral insights** and **actionable intelligence** to help organizations build a **holistic view of driver* risk** within a company-wide **crash-free culture®**. Mentor's state-of-the art platform integrates data from telematics, collisions, incidents, and license checks, and provides managers with tools to reduce risk and sustain driver behavior improvements over time. The result? **Reduced collisions, injuries, license violations and Total Cost of Ownership**. And the assurance that drivers return safely to their loved ones at the end of each day.

Our approach is groundbreaking.

At the heart of Mentor's holistic risk management system is its innovative telematics-based app that leverages smartphone sensors to collect & analyze essential driver behaviors most predictive of risk including **Acceleration, Braking, Cornering, Speeding**, and **uniquely, Distraction**, which includes cell phone usage. Our solution has broad applicability & appeal across types of drivers, vehicles (motorcycles/two-wheelers, cars, trucks, and vans), applications (service and sales fleets of all sizes), and location. Mentor's gamification features, such as Circles (personal groups for sharing scores), promote engagement and friendly competition among drivers.

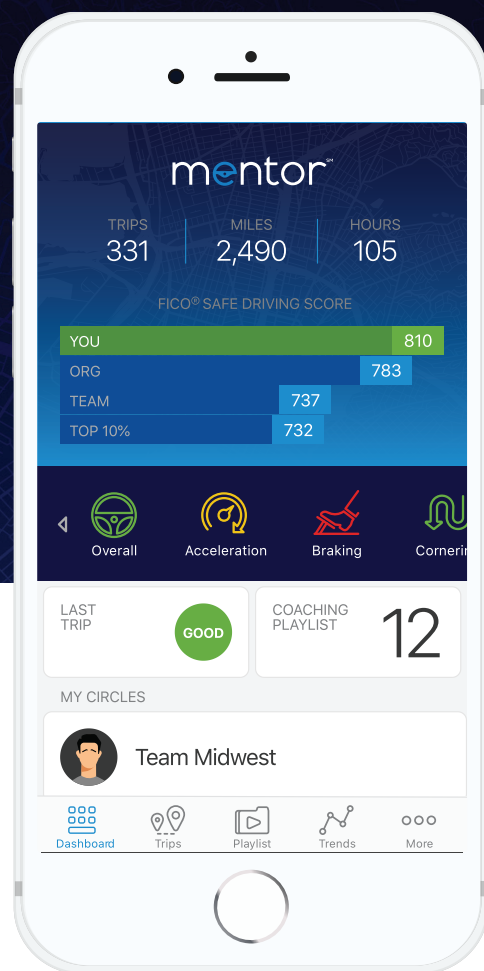
Mentor transforms driver safety and telematics through three significant industry advances:

As a result of eDriving's partnership with leading analytics provider FICO, Mentor drivers receive a **FICO® Safe Driving Score** that has been shown to **predict the likelihood of a driver being involved in a crash or incident**. The model's predictive ability was confirmed using data from a large-scale, naturalistic driving study** with over 3,500 participants and nearly 32 million miles of driving data. Drivers with low FICO® Safe Driving Scores were shown to have a higher crash involvement rate than drivers with high scores.

**2nd Strategic Highway Research Program Dataset 10.15787/VT1/IEKRD3

Mentor's **closed-loop training** makes it the only safe driving program that goes beyond just scoring to focus on improving performance and measurably reducing risk of collisions. MentorSM assesses and scores driving behaviors over time, and prescribes short, engaging coaching modules to address drivers' weaker areas. It employs a customized continuous improvement model.

Industry's first warranty: Through its partnership with reinsurance leader, Munich Re, eDriving is offering a first-of-its-kind warranty for its Mentor risk reduction program. eDriving warranties that Mentor will reduce collisions by at least 20 percent in the first year or program fees will be refunded.



*References to 'driver(s)' include drivers of cars, trucks, and vans, and riders of motorcycles and two-wheelers.

Here's how the warranty works:

1. Establish a baseline collision rate

We will work with you to review collision history and determine a benchmark against which to measure improvement at the end of the first program year.

2. Align around a crash-free culture

eDriving provides resources and support to establish & communicate safety as a corporate priority.

3. Launch Mentor

Whether rolling out Mentor to all or some of your fleet drivers, eDriving provides customizable communication templates and operational support to help managers achieve a smooth kickoff.

4. Communicate often

Ongoing communication is essential to keeping drivers engaged and motivated. The Mentor program includes coaching toolkits and in-app features (Circles) to facilitate this critical connection between managers and drivers.

5. Establish holistic view of risk

eDriving's DriverINDEX® platform provides fleet managers a 360° view of driver risk, integrating Mentor driver data, crash history, incidents, and MVR/license data.

6. Measure results

At the end of year one, your collision rate will be calculated and compared with baseline. If your collision rate hasn't been reduced by at least 20%, we'll refund your first year's Mentor program fees (excluding MVR fees).

Flexible Mentor Solutions

	Platinum	Gold	Silver	Bronze
MentorSM by eDriving App - with FICO® Safe Driving Score, Micro-training, and Circles Gamification	✓	✓	✓	✓
Manager Dashboard with MentorSM data and training completions	✓	✓	✓	✓
Manager Coaching Toolkit	✓	✓	✓	✓
RoadRISK® Assessment	✓	✓	✓	✓
DVIR - Pre/Post Vehicle Inspection	✓	✓	✓	✓
DriverINDEX® with Mentor, Crash and MVR Data Integration	✓	✓	✓	✓
Benchmarking Forum/Support	✓	✓	✓	✓
24/5 Technical Support	✓	✓	✓	✓
Three60™ Digital Road Safety Magazine	✓	✓	✓	✓
MVR (One per Year) - USA, UK, Canada				✓
MVR Continuous Driver Risk Monitoring - USA, UK, Canada	✓	✓	✓	
Driver Event Report/CrashCOUNT	✓	✓	✓	Optional Add-On
Professional Coaching	✓	✓		
Performance Warranty - Reduce collisions by 20% in 1st year or money back excluding MVR fees	✓			
Loss Detect® by Munich Re - Auto Claims Data Analysis	✓			



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The choice of industry leaders worldwide.

24 years' experience
1,000,000+ active fleet drivers
96 countries

90+ client & partner awards
Comprehensive risk management solutions
Large-scale validation studies