



for Amazon DSPs

Launch Presentation for Drivers

Denial + Distraction is Deadly and Expensive!

94% of crashes are caused by driver behaviors and attitudes , NOT driver skills

Surge in road fatalities and injuries over last two years¹

Distracted driving occurs in 52% of trips that result in crashes²

92% of drivers use their phone while driving³

Two-thirds of drivers rated themselves as Very Good or Excellent, but still texted, speeded or engaged in other unsafe behaviors.⁴

Society has normalized the problem. Imagine the reaction to 15 plane crashes a month.

1) <http://www.nsc.org/NewsDocuments/2017/12-month-estimates.pdf>

2) *Is Everyone Texting and Driving*, Portland Press Herald, April 16, 2017

3) AutoConnected Car News, April 12, 2017

4) <https://www.allstatenewsroom.com/news/new-allstate-survey-shows-americans-think-they-are-great-drivers-habits-tell-a-different-story-2/>

Your Personal Driving Coach

Mentor by eDrivingSM: Amazon DSP will **MEASURE** your driving behavior, **WEIGH** that behavior to create a predictive score, and **COACH** you with short, interactive modules to improve your driving fitness.

The 94% Problem

We know that 94% of collisions are not accidents at all, but the result of driver attitudes or behaviors. By addressing driver behavior, we can achieve a target of **Zero Collisions**. Your managers are committed to your safety and will actively reinforce and reward driving expectations.

You are in Control

With MentorSM data in hand, you will know exactly how to become a safer driver. Great drivers will remain great. Average, Poor and Risky drivers will know exactly what to do to improve.

The ABCDS of Driving

Mentor will calculate fast **A**ccelerations, severe **B**raking, harsh **C**ornering, phone **D**istractions and **S**peeding events during your route. Your FICO[®] Safe Driving Score will reflect your previous 7 days' driving performance, and the detail behind the score will identify ways to improve your driving behavior.

Let's get started!

How does it work?

We monitor the following driver behaviors and provide feedback via the Mentor app:

- **Harsh Acceleration, Braking and Cornering:** These are major indicators of following too closely, aggressive driving, fatigue and distraction
- **Speeding:** A major indicator of risky driving and increased threat of serious injury
- **Reversing:** One of the most dangerous driving maneuvers
 - Drivers have a skill deficit in this area, which results in high frequency of collisions and fatalities
- **Seatbelt use:** Wearing your seatbelt decreases your chance of death or serious injury by more than 60%
- **Idling:** Just 6 seconds of idling uses more fuel than turning the engine off and on at each stop
- **Distraction** from cell phone usage: A major and growing cause of the increasing rate of collisions and fatalities – 52% of crashes involve cell phone use; 70% of severe collisions involve distracted drivers

1 Creating a Password

Click the Activation Link in the Welcome Email and enter a password of your choosing.

Note: The email address shown at top will be your Username for all future logins.

mentor
Create a Password

YOUR USERNAME
edriving101@gmail.com

CREATE A PASSWORD

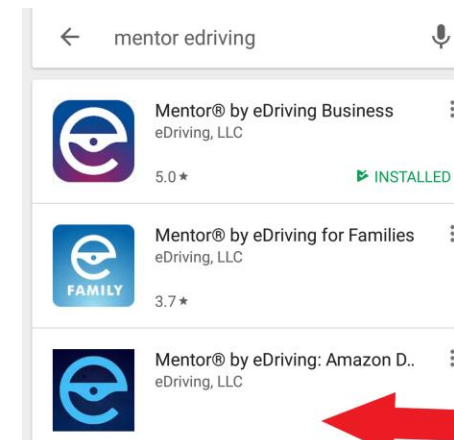
REQUIRED
6 Characters
1 Number
1 Special Character

ACTIVATE YOUR ACCOUNT



2 Downloading the App

Click on the Apple or Google Play Store link in the Welcome Email and download the Mentor by eDriving: Amazon DSP app to your device.



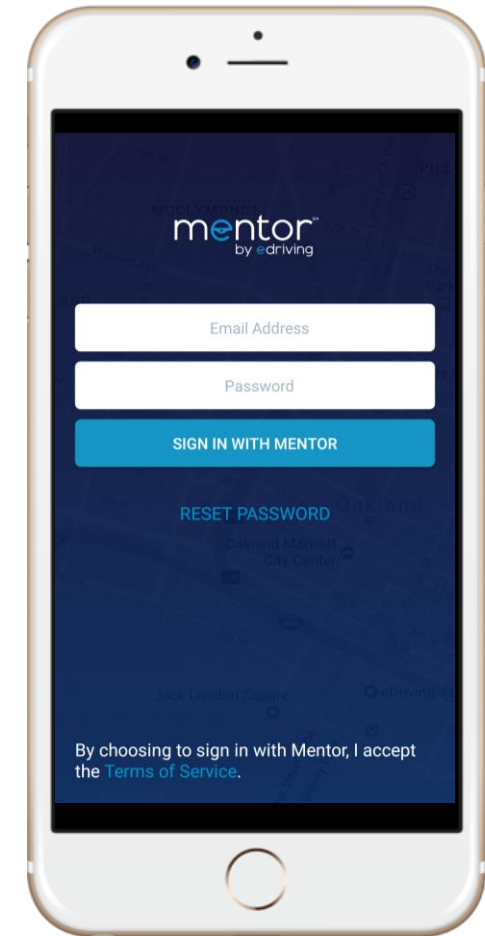
3

Daily App Login

Tap the Mentor app icon and use your email address and password established in Step 1.

To RESET PASSWORD, tap the Reset Password link within the app and enter your username email (provided in Step 1).

Go to your email inbox and click on the link within the Mentor email to reset your password directly on your phone.



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Dashboard

Vehicle MPG

Leaderboard shows how your FICO® Safe Driving Score compares to others on your team

Ratings in 5 key performance areas: Acceleration, Braking, Cornering, Distraction and Speeding (ABCDS) using a scale of Good, Average and Risky

Interactive coaching modules assigned to each driver based on his/her on-road performance

Begin your route each day by completing your DVCR

Navigation bar to access Trips, Trends, Playlist and Support

MPG	FICO® SAFE DRIVING SCORE
You 57.9	You 814
DSP N/A	Your DSP 735
	Top 10% 814

Coaching Playlist 26 new items

BEGIN ROUTE

Navigation bar: Dashboard, Trips, Playlist (26), Trends, More

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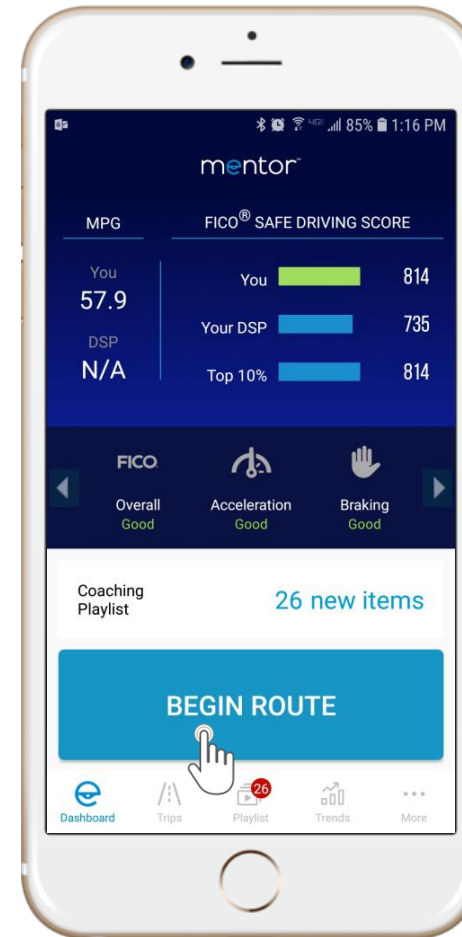
Begin Route and DVCR

Before starting your vehicle, you must log in and complete your Driver Vehicle Condition Report (DVCR).

- a) Click BEGIN ROUTE
- b) Scan the QR Code sticker on driver-side window

Note:



- Pre-trip DVCR must be completed at the beginning of your shift or your manager will be notified.
- DVCR compliance will be measured. All drivers are required to complete DVCRs accurately and in a timely manner. Falsifying data may result in termination.




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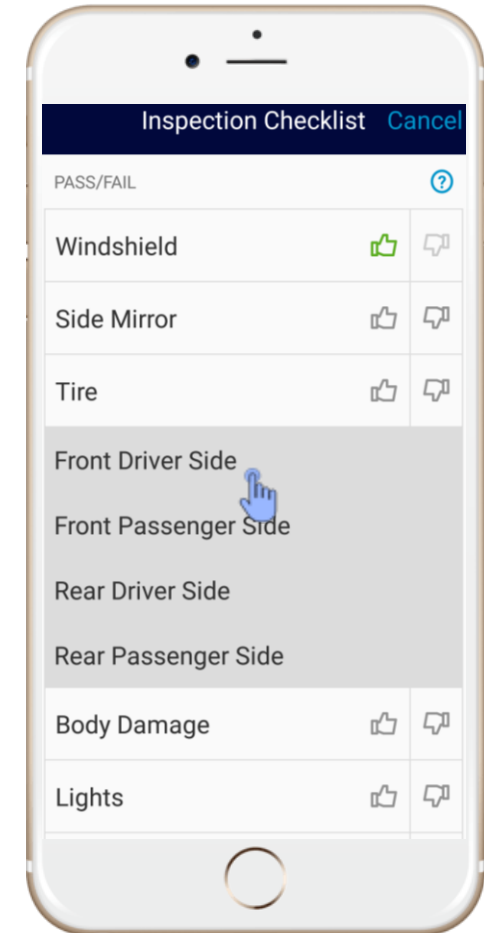
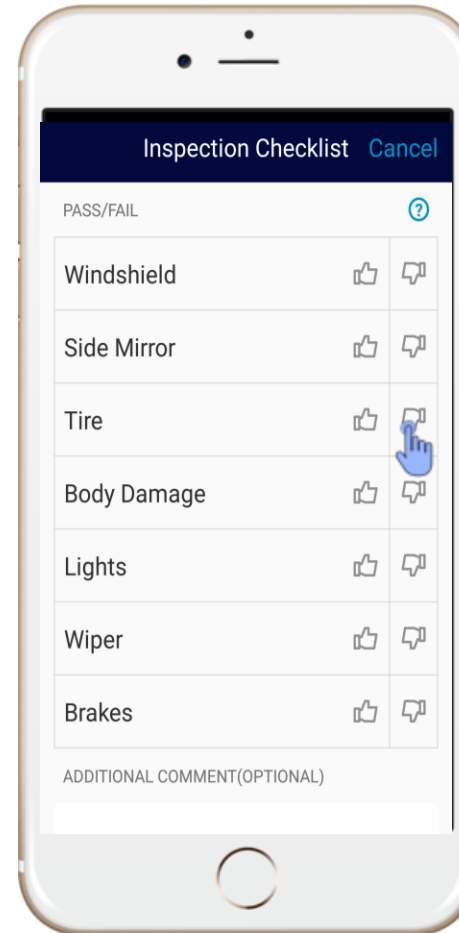
Pre-Trip DVCR

Walk around the vehicle, checking each category in the DVCR.

Tap  to report NO DAMAGE or  to report DAMAGE.

Click the  button on the top right of the screen for a list of reportable damage for each category.

Select a category and then sub-category to report damage. You will be prompted to take a photo.



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Pre-Trip DVCR, continued

Take a picture of the damage. Choose USE PHOTO and add comments, if desired.

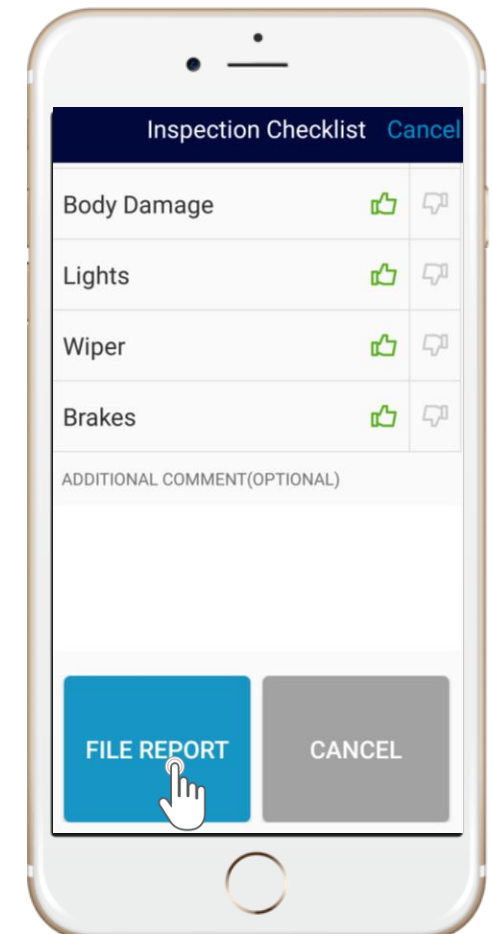
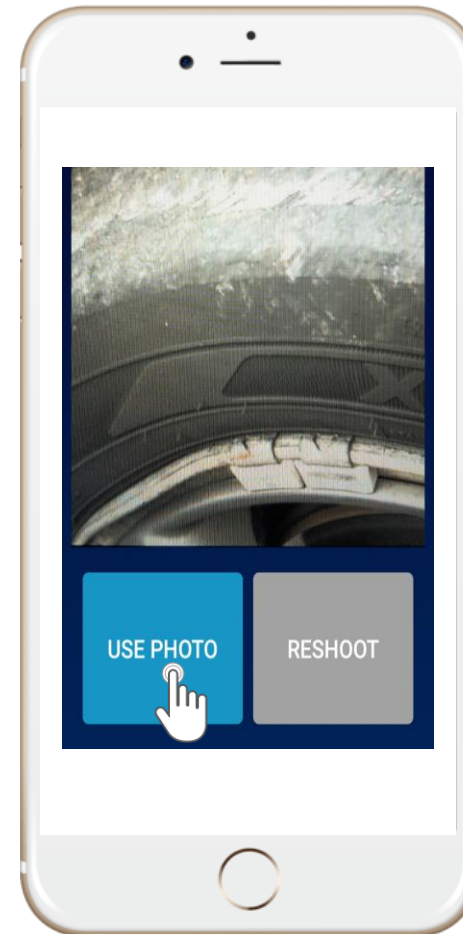
Click REPORT DAMAGE.

Continue through checklist, following the steps above to report any damage.

Click FILE REPORT to complete DVCR.

Damage criteria for 

- **Windshield:** bigger than a dime in line of sight; bigger than a dollar bill not in line of sight; any hole
- **Side Mirrors:** broken, cracked or missing
- **Tires:** uneven wear, low pressure, cracks; ground vehicle if metal exposed, balding or bulging
- **Body Damage:** bigger than a dollar bill
- **Lights:** not working; damaged or broken
- **Wiper Blades:** missing, damaged, working poorly
- **Brakes:** not working properly, making noise (squeaking/grinding)



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Post-trip DVCR

At the end of your day, click END ROUTE and choose YES to confirm end of day.

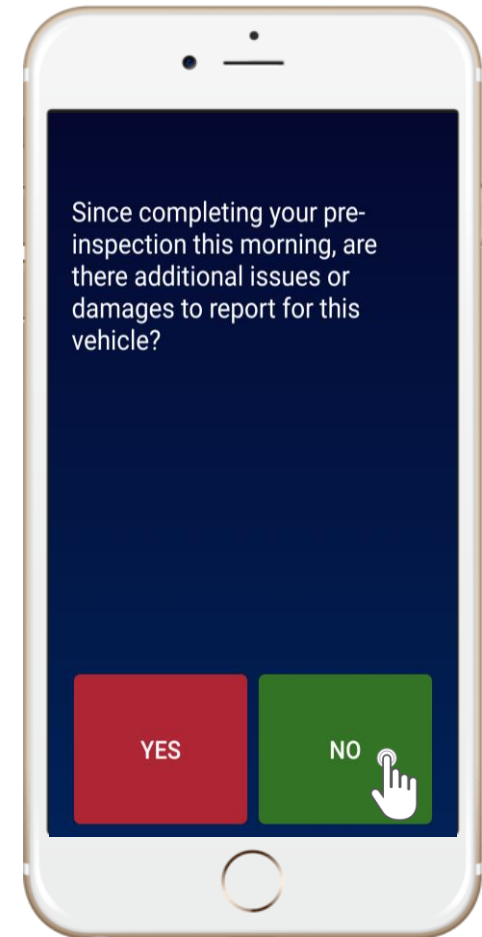
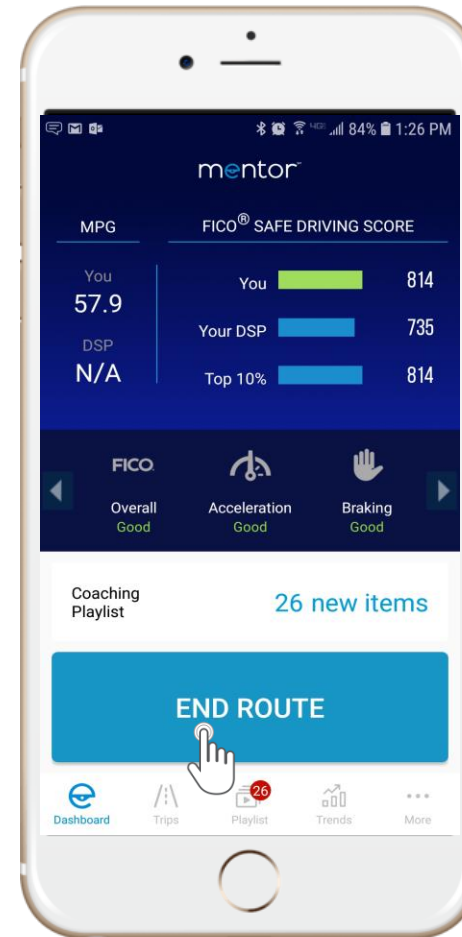
Walk around the vehicle to check for any new damage.

Choose NO to report no issues or damage during the day.

Choose YES to report damage. You will be directed to the DVCR checklist. Follow steps for DVCR completion and FILE REPORT to end your route.

Note:

- Post-trip DVCR must be completed by end of route or your manager will be notified.
- Falsifying DVCR data may result in termination.



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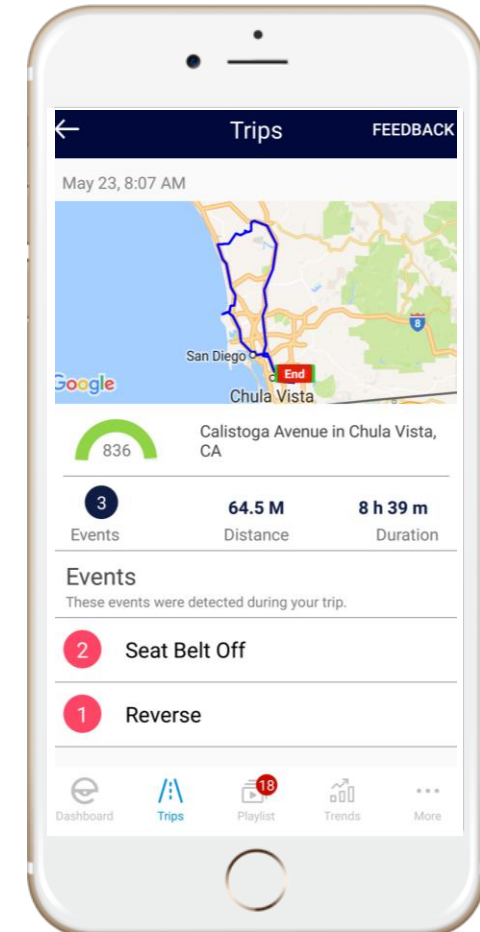
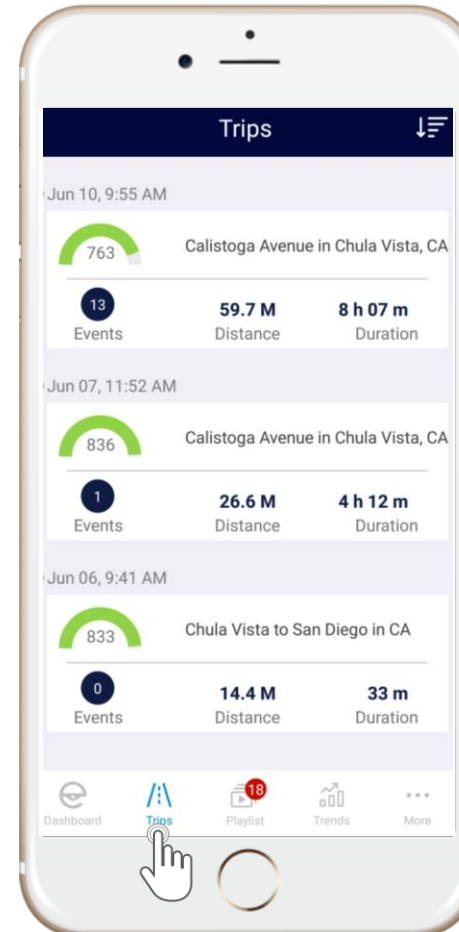
Route Detail

Visit the TRIPS page to view your route detail history.

Events tracked include fast Accelerations, severe Braking, harsh Cornering, Speeding, Phone Distraction, Reversing, Seatbelt violations and each time you turn the Engine Off.

Your daily FICO® Safe Driving Score will reflect your score for each day's route. Fast Accelerations, severe Braking, harsh Cornering, Speeding and any Phone Distraction will negatively impact your score.

Daily route scores are calculated overnight and available for viewing the following day in the app.



9 Trends

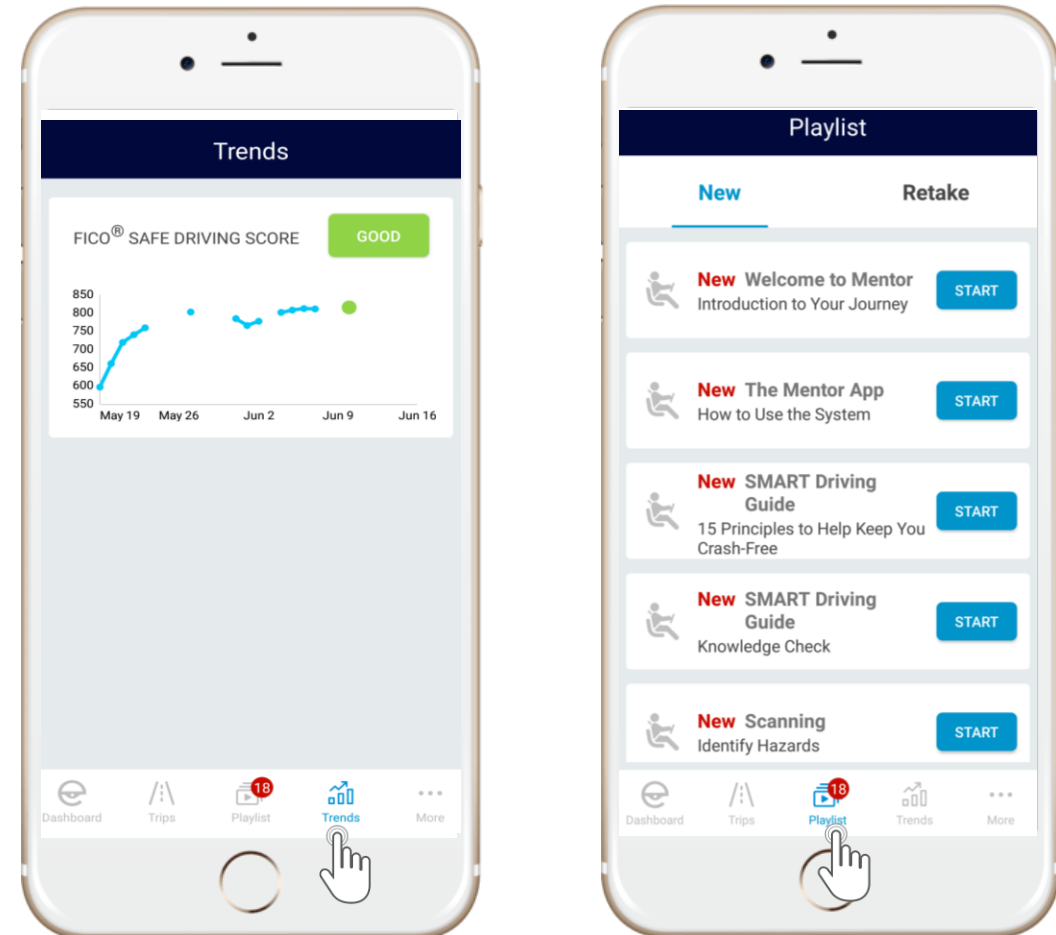
Tap the TRENDS button to view your weekly FICO® Safe Driving Score progress.

10 Coaching Playlist

A series of interactive coaching modules are assigned in the PLAYLIST section.

These coaching sessions must be viewed during working hours, before or after your driving shift.

After a module has been viewed, it will be moved under the “Retake” tab. You can retake modules, as desired.



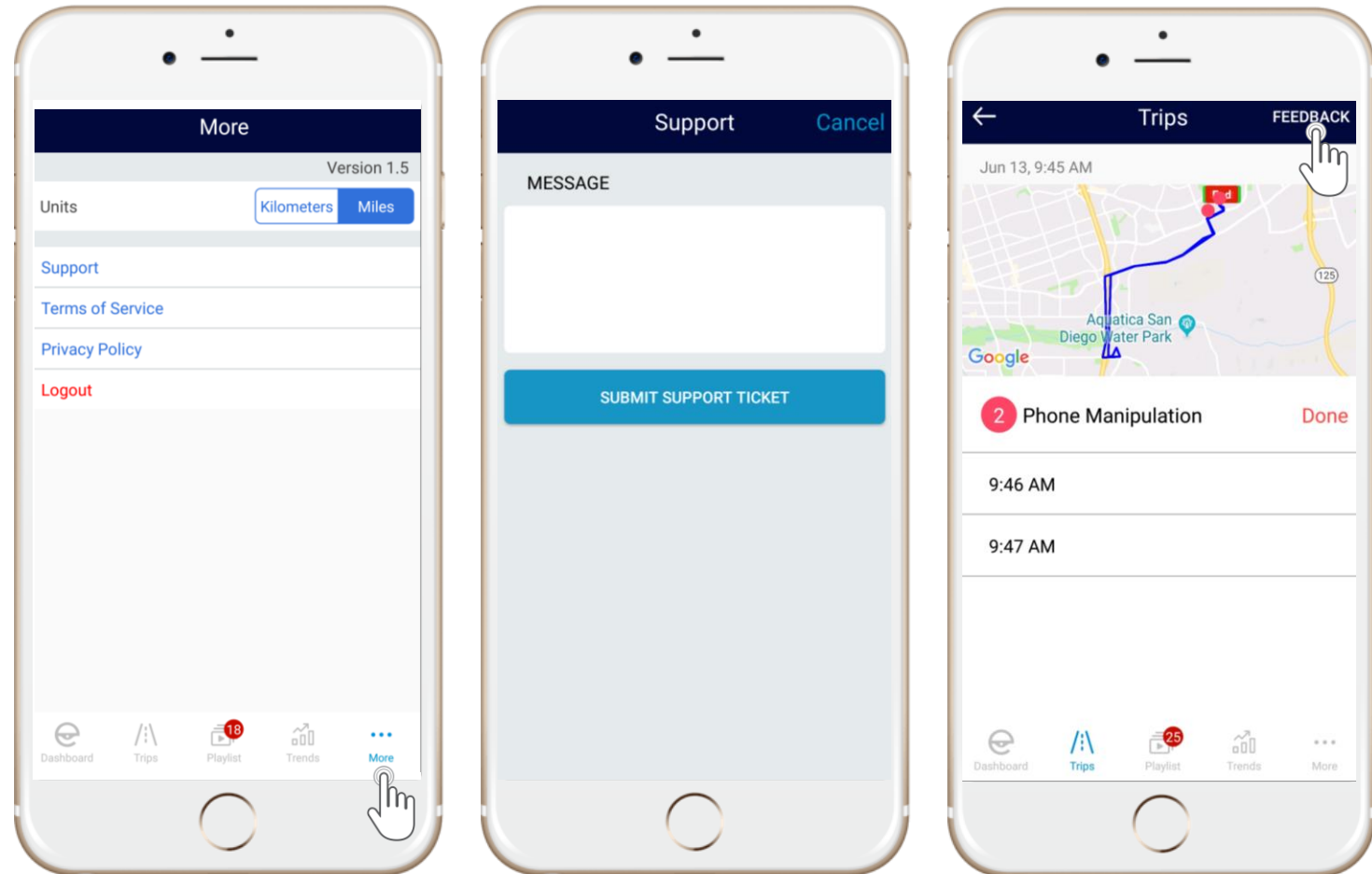
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Support

FAQs, Support, and Feedback options are available by clicking the MORE button.

To submit feedback, choose the event within your Trip tab or choose Support from the More tab. Click on FEEDBACK in the top right window and follow the prompts.

To submit a question about a specific event, click on that Event from the Trips page. Choose FEEDBACK in the top right corner and follow the prompts to submit your question.



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General Notes

- Drivers are required to log in to the Mentor app at the beginning of their routes. Make sure to open your Mentor app and log in before you begin to drive.
- Your DVCR compliance will be measured. All drivers are required to fill out the DVCR accurately. Falsifying the data may result termination.
- Secure your phone while vehicle is on. Any phone movement or use of your phone while the engine is on will count as a Distraction event. This includes phone calls answered via Bluetooth.
- It is recommended you connect your phone to a power source; this will keep your battery charged during routes.
- After you finish your post-trip DVCR and have completed all Playlist assignments, you may choose to log out of the App. If no action is taken, you will be automatically logged out at midnight every day.
- Neither phone calls nor texts are being monitored in any fashion. The app will simply count a phone manipulation event when one occurs.
- For full-time drivers, the Mentor app will use fewer than 100 MB of data per month.
- It is imperative that you turn your engine off at every stop. Your total number of engine-off events will be monitored and reported to management.