

# NEW ZEALAND LAUNCH MENTOR BY EDIVING

Revolutionary technology from eDriving has forever changed the way driving is measured, reported and improved.

MENTOR is a state-of-the-art digital driver risk management program which uses smartphone-based telematics to monitor risky driving behaviours and assign a Safe Driving Score predictive of a driver's likelihood to cause a collision.

It then supports remedial training that targets risky behaviour by prescribing interactive micro training directly to drivers in the MENTOR app.

The New Zealand licence has been awarded to specialist accident management provider Crash Management.

Managing Director Karen Knight told *Company Vehicle* magazine that the product is a perfect fit for the company's portfolio of accident and risk management tools and services.

Knight explains that accident management focuses on the provision of 24/7 accident response and logistics.

This includes coordination of claims,

assessing, and collision repairs to manufacturers' specifications to protect the integrity and value of the vehicle, and post-

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repair driver safety.

Supply of free replacement cars, SUVs, vans and utes is also a key element, designed to minimise business disruption.

Knight reports that MENTOR's purpose aligns with Crash Management's in-house accident mitigation capability based on in-depth incident analysis and reporting.

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These insights support targeted remedial action at a driver, fleet and company culture level. The purpose of MENTOR aligns well with these objectives.

Combined with accident analytics, the phone-based driver app is expected to significantly enhance the ability to help clients reduce collisions, injuries, traffic infringements and Total Cost of Ownership.

While a crash-free environment may be overly idealistic, Knight claims that well implemented risk management strategies are proven to significantly reduce incident rates and insurance premiums.

MENTOR is a unique product that requires no expensive GPS hardware or installation, so is cost effective based on a per-driver monthly subscription model.

Using smartphone sensors, the MENTOR app collects performance data on driving behaviours most predictive of crash risk.

This includes speeding, harsh cornering, hard braking, rapid acceleration, and distraction caused by illegal use of phone calls and text while driving.

The powerful analytics engine evaluates drivers' behaviour after every trip and over time and delivers dramatically deeper insights than legacy GPS products.

This involves a five-stage approach to driver risk management used by Fortune 500 companies throughout the world including Amazon delivery contractors.

Clients are provided with the tools needed to maintain consistent communication with drivers and reinforce messaging to make safety an everyday priority.

MENTOR operates globally and helps organisations to successfully manage driver risk for approximately 1.2 million drivers across 125 countries.

Crash Management serves some of New Zealand's largest corporate fleets and hundreds of SMEs, along with leasing companies, insurance brokers and vehicle



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manufacturer programmes.

Strong interest in MENTOR has already been received from all sectors, and it's clear that the potential value of the product is well understood.

Reducing crash rates delivers multiple benefits to all stakeholders including improved driver health and safety and general business efficiency. Direct financial savings also result from fewer insurance excess payments and lower insurance premiums.

Crash Management was already the recognised leader in the New Zealand

accident management market. With the addition of the globally recognised MENTOR product, their future business success is assured.

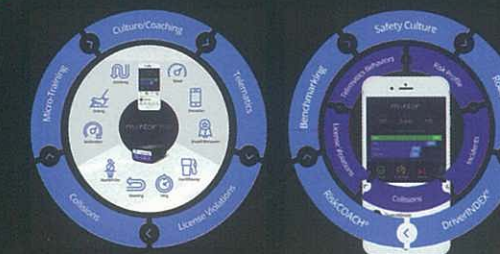
Business fleets and the general public will also be winners as this state-of-the-art driving improvement tool rolls out across New Zealand to deliver better driving behaviours and fewer vehicle crashes.

Early adopters can learn more at [www.crashmanagement.co.nz/Mentor/](http://www.crashmanagement.co.nz/Mentor/) or contact Crash Management for a confidential discussion at [enquiries@crashmanagement.co.nz](mailto:enquiries@crashmanagement.co.nz).

## Another revolutionary fleet and driver safety tool from Crash Management, NZ's premier accident management provider.

MENTOR is a state-of-the-art digital driver risk management programme:

- Uses smart-phone technology, no more costly hardware or installation
- Delivers app-based micro-training direct to drivers
- Analyses & reports driving behaviour predicted to result in collision
- MENTOR is used by over 1.2 million drivers globally
- Delivers dramatically deeper insights than traditional GPS products
- Supports employer H&S obligations
- Supports targeted remedial action
- Cost effective AND proven to reduce fleet accident rates by 25%+



See more at [www.crashmanagement.co.nz/Mentor/](http://www.crashmanagement.co.nz/Mentor/)  
For a confidential no-obligation discussion contact [enquiries@crashmanagement.co.nz](mailto:enquiries@crashmanagement.co.nz)

