

FleetMind Launches Public Safety Heroes Program to Promote Positive Waste Fleet Driving Habits

Montreal, Canada – May 7, 2019 – FleetMind Solutions, Inc., the award-winning technology leader for “smart truck” solutions for solid waste management, today announced the launch of its Public Safety Heroes program. With a key focus on promoting safety awareness and conscientiousness amongst waste fleet drivers, the Public Safety Heroes program will recognize and reward positive driving behaviour with awards and prizes for top drivers.

Designed for FleetMind customers, solid waste management organizations are encouraged to actively participate in the initiative by monitoring their drivers’ performance over a six-month period and nominating a ‘hero’ based on criteria such as best demonstration of road awareness and safety, quick thinking (i.e. actions that avoided an accident and likely saved a life of a pedestrian or fellow motorist), as well as a long and consistent safety record.

“We are excited to launch the Public Safety Heroes program”, said Don Diego Padilla, Vice President of Sales for FleetMind. “With waste truck vehicles accounting for not an insignificant percentage of all vehicle accidents and fatalities, there is a need for a greater push towards safe driving in our industry. FleetMind’s 360-degree camera technology helps drivers to have increased visibility by seeing the road all around them, but that only solves part of the problem when it comes to avoiding accidents. Our FleetLink technology is able to take safety to another level by capturing speeding and other indicators of aggressive driving. Bad driving behaviours are a major contribution to safety issues, and we hope to reinforce driver safety and awareness with this program by bringing in an element of healthy competition as a way to encourage and reward positive driving.”

Safety is an important part of FleetMind’s smart truck solution. Driver behaviour can be monitored through the FleetLink Safety Dashboard, FleetLink Map and FleetLink Reports web-based applications, generating alerts and reports if aggressive driving is detected. The technology captures harsh braking, speeding, and accidents, and automatically records video snippets of the seconds preceding and following the safety incident with time stamps, GPS

location and playback availability. Taken together, these applications provide waste fleet managers with the information and proof they need to address safety events with their drivers and provide feedback for improvement.

The Public Safety Heroes program will run from May to October 2019. The winners from each organization will be announced in early November and awarded plaques and \$100 gift cards. An overall grand prize draw will be announced in December with a \$1000 grand prize for the top driver across all participating FleetMind customers.

About FleetMind

FleetMind Solutions is the award-winning technology leader for connected smart truck solutions for waste management fleets. FleetMind develops the industry's most advanced fleet management solutions specifically for waste and recycling environments. FleetMind systems have been successfully installed in thousands of vehicles across North America to link waste and recycling fleet operations to their drivers and vehicles in real-time to ensure optimal productivity, safety, sustainability, profitability and customer service. FleetMind is a member of the Safe Fleet family. For more information, please visit: www.fleetmind.com.

To learn about the portfolio of brands owned by FleetMind's parent company, Safe Fleet, visit: www.safefleet.net.

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