



Traffic Safety News and Facts for Employers September 4, 2007

Michigan News

Last Chance to Register and attend the 2007 Wake Up, Michigan! Symposium

On behalf of the many sponsors of the 2007 Wake Up, Michigan! Symposium, you are cordially invited to attend this landmark statewide conference and national discussion on drowsy driving issues taking place on Thursday, September 20, 2007 at Steelcase Town Hall in Grand Rapids, Michigan.

The consequences of insufficient sleep can be costly. Find out what happens when your employees, fellow drivers, and law enforcement officers don't get enough zzzzz's. Sessions will focus on the importance of sleep, drowsy driving dangers, legal and legislative impact of drowsy driving, fatigue from an officer's point of view, and employer risks and return on investment.

The following link will provide you with a registration form and other valuable information regarding this Symposium:

http://www.michigan.gov/documents/michnets/Wake_Up_Michigan_Symposium_registration_form_201909_7.pdf

Latest Traffic Safety News

2007 Drive Safely to Work Week : Download Free Materials today and start planning your campaign!

Take Charge of YOUR Driving Behavior
Reduce YOUR Crash Risk

DRIVE SAFELY TO WORK WEEK

October 1-5, 2007

Avoid High-Risk Driving Mistakes

1. Being Inattentive
2. Following Too Closely
3. Traveling at Improper Speeds
4. Ignoring Traffic Signs & Signals
5. Backing Up Unsafely

Smart Cars Don't Equal Smart Drivers

As drivers become more distracted, researchers are working on ways to engineer automobiles that will compensate for human error. Sandia National Laboratories' researchers are working on cars that alert drowsy drivers when they start to drift off or prevent cell phones from accepting calls during busy times to limit distractions. "Behind the Wheel" columnist Phil LeBeau writes that drivers' short attention spans make them dumb, no matter how smart their cars are. "My gut says whatever safety features that



might come out of this research will never be able to save us from ourselves," he writes. For more information, go to <http://www.cnbc.com/id/20407935> Source: CNBC, August 23, 2007

Drivers Use Cell Phones Despite Bans

Five states and the District of Columbia have banned drivers from using hand-held phones, but with three out of four people using cell phones in cars, the laws aren't enforced easily. Many New York drivers seem to ignore the law, even though a citation comes with a \$100 fine. Phone use dipped to about half after the New York law was passed in 2001, then climbed back to pre-law levels after a year. Crackdowns on violators are rare, because many law enforcement agencies don't have the resources to go after offenders. While less than 1 percent of New York crashes were attributed to cell-phone use in 2005, almost 25 percent were caused by driver distraction or inattention. "We need to begin to concentrate more not just on the cell phone but also all the other innovative technology that is coming now to our vehicles — GPS and others — to keep our drivers concentrating on what they're supposed to do," Assemblyman Felix Ortiz said. For more information, go to <http://www.npr.org/templates/story/story.php?storyId=13781479> Source: National Public Radio, August 21, 2007

Separate Studies Show Snoring, ADHD Increase Drowsy Driving Crash Risk

Studies show that two groups may be more susceptible to drowsy driving: those with ADHD and those who snore. A Massachusetts Institute of Technology study found that drivers with ADHD were more likely to have had a crash in the past five years and that they were more likely to crash in the morning or evening, indicating these drivers tire more quickly than other drivers. The Council of Labor Affairs Institute of Occupational Safety and Health in China studied drivers over age 40 and found that those who snore are more than two times as likely to be involved in a crash than non-snorers. Source: National Sleep Foundation Alert, August 28, 2007

Drunk Driving Deaths Fall in U.S., Vary State to State

Overall alcohol-related traffic deaths fell slightly in the United States in 2006, but fatalities increased in 22 states. More than 13,400 people died in crashes that involved drivers with a blood-alcohol content of .08 percent or more, down 112 from 2005, according to the National Highway Traffic Safety Administration. But more people died in crashes in which drivers had any amount of alcohol in their systems. The number of drunk-driving fatalities rose the most in Arizona, Kansas and Texas. Utah, Kansas and Iowa saw the biggest percentage increases. Florida, Missouri and Pennsylvania had the greatest decline in numbers, but the largest percentage decreases were in Alaska, Delaware and the District of Columbia.

Arizona Crashes Bring Text-Messaging Ban into Focus

Focus is shifting back to Arizona legislation that would ban text messaging while driving after two women died in a text-related crash. Four states already ban drivers from using cell phones, with Washington state banning texting while driving specifically. Arizona's legislation might gain momentum after the deaths. "If it was illegal, they would think twice about it," Rep. Steve Farley, D-Tucson, said. States see bans as a way to stop teens from text messaging: 50 percent of teens say they text and drive, while 51 percent talk on the phone and drive. Studies show that young, multi-tasking drivers have the same reaction time as an 80-year-old. For more information, go to <http://www.azcentral.com/community/peoria/articles/0815fatal0815.html> Source: The Arizona Republic, August 15, 2007



Lower Prices May Boost GPS Use

Even though the technology has improved, only 17 percent of American adults use GPS services in cars, over the phone or in handheld devices. A Harris Interactive poll showed that pricing handheld GPS units in the \$200-500 range might entice more adults to use them. Positioning GPS devices as more convenient than looking up directions in advance could also increase sales. Respondents said voice guidance alerts, directions that pinpoint local attractions and recalculated directions are helpful features. Technological problems don't seem to be the cause of GPS' slow adoption, as 64 percent of users report they are extremely or very satisfied with the technology. Handheld units are the most common GPS tool (34 percent) with car-mounted units a close second (33 percent). Only 19 percent of respondents said they knew they could get navigation services on cell phones, and only 15 percent said they wanted that service on their next phone. For more information, go to http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9030739&intsrc=news_ts_head Source: Computerworld, August 15, 2007

2008 Car Models Most Technological Yet

Model year 2008 cars will have the most gadgets ever, according to a survey by Telematics Research Group. Almost 70 percent of cars for sale in North America will have hands-free Bluetooth support, and navigation systems will come standard in 80 percent of the models. Half will feature direct iPod connectivity, and 20 percent will support USB. The technology extends to safety systems: 60 percent of cars will have ultrasonic park assist, with camera-assisted parking available on 30 percent of the models. The 2008 BMW 5 series was named the most technologically advanced vehicle for that model year. For more information, go to http://news.com.com/8301-10784_3-9760970-7.html?part=rss&subj=news&tag=2547-1035_3-0-5 or <http://www.telematicsresearch.com/PDFs/TRGpress081607.pdf> Source: CNET, August 16, 2007

26 UPS Drivers Compete in 'Super Bowl of Safety'

UPS sent its biggest team ever to the National Truck Driving Championships late last month in Minneapolis. The 26 drives competed against 400 other drivers in the "Super Bowl of Safety." "This UPS team truly represents the highly trained, safety-oriented professional driver that is the backbone of our company," said the UPS Freight safety director for the East Division. States send winners from each of eight classes to the event, which is sponsored by the American Trucking Associations. Drivers were judged on driving skills and their knowledge of safety, equipment and the industry. The overall winner was crowned National Grand Champion Truck Driver.

Pennsylvania Lawmakers Consider Ignition Interlocks for First-time Drunk Drivers

Pennsylvania legislators are considering a law that would require first-time drunk drivers to install ignition interlocks on their cars. The interlocks have been mandatory for repeat offenders in Philadelphia since 2003, but now lawmakers want that expanded to first offenders across the state. "It's incomprehensible to me why you wouldn't want to put in a preventative tool," Sen. Jane Orie said. But some lawyers say the penalty could be too harsh. "The punishment has to fit with the offense, and the economic level you fit into shouldn't affect your ability to drive," a Philadelphia defense lawyer said.

Consumers Pick Safety First, Entertainment Features Gain Ground

A J.D. Power and Associates survey shows consumers are most interested in new automotive safety technologies, with entertainment features coming in second. The survey measures consumers' interest in a feature before and after they learn the market price. Run-flat tires and two-stage smart airbags were consumers' first and second picks, with headlight systems, backup assistance and personal assistance safety services also topping the list. Premium surround sound is a feature that scored well across all ages, and customers showed they'd also support USB ports and iPod integration.



Dan Vartanian
NETS Coordinator
Office of Highway Safety Planning
(517) 333-5322
vartanid@michigan.gov
www.michigan.gov/michnets





Consumers backed away from navigation systems because of their price, and rear-seat entertainment systems ranked last. Source: Automotive News, August 17, 2007

Volvo Develops Technology to Prevent Rear-End Crashes

Volvo has introduced Collision Warning with Auto Brake, a system designed to address rear-end crashes. The system uses radar and a camera to detect vehicles and stationary objects in front of the car. When the car approaches another vehicle from behind and the driver does not react, the system is activated. It begins with a flashing warning light and an audible signal. If the driver does not react to the alerts, the brake support is activated and shortens the reaction time by prepping the brakes. Lastly, the brakes are applied automatically if the driver still doesn't respond. The system helps lower impact speed in the event of a crash, which minimizes injuries. Adaptive Cruise Control is also included with this option. Distance Alert is another system that helps drivers maintain a safe distance from other vehicles when ACC is not in use. A visual is displayed if the car gets closer than a predetermined distance. Poor light, fog, snow and extreme weather can affect the system. For more information, go to <http://www.easier.com/view/News/Motoring/Volvo/article-136584.html>

Energy Boom Results in Tired Workers, Drowsy Driving

The energy boom could be making Wyoming's roads more hazardous. Workers put in long hours with little sleep and fill up motels, making other drivers travel farther to find a bed. One Wyoming Highway Patrol trooper said some workers finish 12- to 15-hour workdays, then drive up to two hours to reach their hotels or make the long commute home for the weekend. Fatigue-related crashes in Wyoming have increased from 393 in 2002 to 406 in 2006. In 2005 Wyoming ranked first for on-the-job per capita fatalities with 46, 25 of which were transportation related. Many fatal crashes in Wyoming are caused by swerving in a lane or leaving a lane completely, which are both typical behaviors of drowsy drivers. Source: National Sleep Foundation Alert, August 21, 2007

Once Only for Luxury Vehicles, Safety Features Soon To Become Widespread

High-tech safety features are starting to trickle down from luxury vehicles to lower price cars, but some experts are worried the masses will be overwhelmed with the new systems. "A lot of it is beneficial ... But it can be confusing and in the automobile, that's a safety threat," a Northwestern University professor and consultant said. Drivers will need to be taught how to use the new tools, but they'll also need to be convinced to trust a computer to read maps, apply brakes, check blind spots and maintain a safe following distance. Features like parking assistance, lane departure warning systems and blind-spot detection will be available in non-luxury models soon. Some experts say drivers will rely on cars to do the driving for them, but auto manufacturers insist the safety features are just meant to assist, not take control. BMW is refining its iDrive system that allows drivers to use one display to control many different functions without taking their eyes off the road. Volkswagen is working on technology that would let drivers manipulate the car's controls through natural speech. "You have to figure out how to balance the technology from the distractions," said Volkswagen of America's technical strategy manager. For more information, go to http://news.zdnet.com/2100-9595_22-6204706.html

Source: ZDNet News, August 28, 2007

Increased Fatalities Due to Mismatched Vehicles Unintended Consequence of CAFE

Although the small cars of today are safer than they were decades ago, they're still no match in a crash with SUVs and trucks. As pickup trucks and SUVs have taken a larger share of the market, a large mismatch exists between those vehicles and small cars. When CAFE increases, there will also be an increase in injuries and fatalities because vehicles' size and weight will shrink and share the road with bigger, older ones. Keith Crain, publisher and editor-in-chief of Automotive News, thinks these added deaths and injuries should factor into any discussions about CAFE.

Source: Automotive News, August 27, 2007



Dan Vartanian
NETS Coordinator
Office of Highway Safety Planning
(517) 333-5322
vartanid@michigan.gov
www.michigan.gov/michnets





Magazine Makes 10 Picks for Safe, Affordable Cars

Car and Driver magazine looked at accident prevention and crashworthiness to pick its Top 10 safe vehicles under \$25,000. Accident prevention includes factors such as handling, braking performance and stability control. Crashworthiness deals with air bags, chassis deformation and crumple zones. Vehicles had to offer stability control and a minimum of six air bags to make the list. Car and Driver looked to the National Highway Traffic Safety Administration's five-star system for crashworthiness ratings. Cars from many major automakers made the Top 10. To view the list, go to <http://www.caranddriver.com/features/13617/top-10-safe-vehicles-for-less-than-25000.html?al=155>

Source: Car and Driver, August 30, 2007

Volkswagen Launches New Educational Program, 'Safety Saturday'

Safe Happens, a partnership of Volkswagen of America, Inc. and Program Professionals, is a new, nationwide program that will inform drivers, passengers and pedestrians about the importance of vehicle safety. One component, "Safety Saturday," will debut at participating Volkswagen dealerships throughout the United States on Sept. 22. Volkswagen will provide free safety inspections, and child passenger safety experts will be on hand to answer questions about choosing the right car seat and the four phases of child passenger safety. "Safety Saturday" takes place during Child Passenger Safety Week, Sept. 16-22. For more information, go to

http://media.vw.com/print_doc.cfm?article_id=10200

News from USDOT

NHTSA Administrator Asks Courts To Increase Ignition Interlock Use

Nicole Nason, head of the National Highway Traffic Safety Administration (NHTSA), called on prosecutors and judges to use ignition interlocks more often when sentencing repeat drunk drivers. "We need to expand the use of interlock technology in order to prohibit drunk drivers from getting behind the wheel again and again," Nason said. "It is vital that judges and prosecutors employ all the tools at their disposal to ensure that repeat offenders don't have the opportunity to cause harm." Interlocks are currently used in about 20 percent of relevant cases. Judges can order interlocks in almost every state, and Nason said they are necessary because drunk driving fatalities have remained stagnant. About 1.5 million drunk drivers are arrested a year, a third of them repeat offenders.

Source: NHTSA, August 22, 2007

Non-Drinkers One Hurdle to Widespread Ignition Interlock Use

Though the National Highway Traffic Safety Administration (NHTSA) encourages the use of alcohol ignition interlocks to prevent drunk driving, one roadblock to wider use is non-drinkers who might find the devices to be a nuisance. Interlock devices require drivers to breathe into it before the engine will start. The car won't start if a driver's bodily alcohol content is over the legal limit. More than 80 percent of Americans drink lightly or not at all and do not want a device that will interfere with their vehicles' operation, according to the vice president for safety of the Alliance of Automobile Manufacturers. Federal safety officials and automakers are working on a five-year project to determine whether "transparent" devices can be installed. Interlocks are mandatory for repeat offenders in 19 states. NHTSA is pushing the device to prevent repeat drunk drivers and estimates interlocks could save 8,000 to 9,000 lives a year. For more information, go to

http://www.consumeraffairs.com/news04/2007/08/nhtsa_interlock.html

Source: ConsumerAffairs.com, August 23, 2007



New Ad Prompts Drivers to Check Tire Pressure in Hot Weather

A new television ad from the National Highway Traffic Safety Administration (NHTSA) uses a creative approach to encourage drivers to check their tire pressure during hot, summer months. In the 30-second spot, a narrator describes the "perilous journey" frogs undertake when they cross a hot road. The frogs then "explode" in a puff of smoke. The frogs are analogous to tires, because extreme temperatures can cause underinflation and lead to tread separation and blowouts. A new report found that after a few years of use, tire claims are higher in hot-weather states like Texas, California, and Arizona. NHTSA is considering a regulation that would measure how well tires perform in tests of aging durability but has not endorsed a tire expiration date. NHTSA estimates crashes associated with tire problems result in 660 deaths and 33,000 injuries a year. To watch the new ad, go to www.nhtsa.dot.gov/multimedia/TV/HotTires.wmv. For more information, go to <http://www.detnews.com/apps/pbcs.dll/article?AID=/20070814/AUTO01/708140346/1148>
Sources: Auto News and Detroit News, August 14, 2007

NHTSA Plans To Announce New Side-Impact Requirement this Month

A National Highway Traffic Safety Administration (NHTSA) requirement that automakers improve side-impact safety, likely by adding air bags, will be released by the end of September. Side-impact crashes killed 9,200 people in 2005 and are the second most common fatal type after frontal crashes. Although front air bags are required in current models, side air bags are not. "Growing sales of SUVs and pickups have exacerbated height mismatches among passenger vehicles, thereby increasing the risks to occupants of many vehicles struck in the side," said Adrian Lund, president of the Insurance Institute for Highway Safety. Automakers are also expected to make engineering changes, such as stronger roof rails, rocker panels and "B pillars" as part of the side-impact regulation. When NHTSA first proposed the rule in 2004, the agency estimated the change would cost \$208 per vehicle or \$1.6 to 3.6 billion a year. NHTSA's proposal would require 50 percent of vehicles to comply by Sept. 1, 2010 and compliance by all vehicles by Sept. 1, 2011. New side impact standards could save 1,000 lives annually. For more information, go to <http://www.detnews.com/apps/pbcs.dll/article?AID=/20070823/AUTO01/708230343/1148>
Source: The Detroit News, August 23, 2007

Work-Home

Seattle Uses Bicycle 'Sharrows' To Encourage Sharing Road

Symbols are cropping up on Seattle's streets to remind motorists to share the road with bicyclists. The symbols, called sharrows, feature a bicycle under a chevron. About 20 streets will have sharrows by the end of the year in places where bike lanes would be impractical. Officials hope drivers will see the symbols and remember to leave space for bicycle riders. Denver, San Francisco, Portland, Chicago and Paris also have some version of sharrows, and a study in San Francisco showed the symbols prompted drivers to leave about two feet more between cars and bicycles. Seattle Department of Transportation workers will communicate to residents on affected streets about the sharrows, but a wider public information campaign is not planned. For more information, go to http://seattlepi.nwsource.com/local/327282_sharrows10.html.
Source: Seattle Post-Intelligencer, August 11, 2007

MADD Responds to Movement to Lower Legal Drinking Age with Web Site

The National Youth Rights Association has launched a petition to lower the legal drinking age from 21 to 18, and several states recently have studied the idea. Advocates for the change claim the law has had no effect and pushes underage drinking underground, where it is difficult to control. To counteract the movement, MADD launched a new Web site, www.why21.org, that includes underage drinking



Dan Vartanian
NETS Coordinator
Office of Highway Safety Planning
(517) 333-5322
vartanid@michigan.gov
www.michigan.gov/michnets





facts and information for parents about how to talk to their teens about alcohol. MADD supports the existing law because nearly 50 studies have found conclusively that the 21 minimum drinking age decreases alcohol-related fatalities by 16 percent. In addition, drinking before the brain stops growing in the early to mid 20s can damage the brain. MADD is calling on its supporters to share these facts with their friends and to let legislators know they want to keep the 21 minimum drinking age.

Sources: MADD, Join Together, August 16, 2007

U.K. Law Enforcement Official Wants Higher Minimum Drinking Age

The chief constable of the Cheshire police in Great Britain wants to see the country's legal drinking age go from 18 to 21. "Alcohol is too cheap and too readily available and is too strong," Peter Fahey said. "Young people cannot handle it." He would also like to see a ban on public alcohol consumption. One government official said raising the drinking age would not stop adolescent alcohol abuse because teens still would be able to get a hold of alcohol. Source: Join Together, August 16, 2007

Fewer Parent-Teen Conversations about Alcohol, Other Drugs Take Place in 2006

Parents are having fewer discussions with their teens about the dangers of alcohol and other drugs, according to a Partnership for a Drug-Free America (PDFA) survey. Parents are becoming more aware of problems such as prescription-drug abuse, but they're not having more family conversations about the matter. The number of parents who had four or more discussions about alcohol and other drugs fell 12 percent between 2005 and 2006. Half say they talk about alcohol frequently or have in-depth conversations about drugs like heroin and cocaine, but only a third mention prescription or over-the-counter drugs. "The results from this year's survey reveal a critical need to better support, educate, empower and truly help parents feel more prepared and comfortable discussing the current drug issues this generation of kids is facing," the president and CEO of PDFA said.

Source: Join Together, August 17, 2007

Parents Can Check Driving Records under New Illinois Law

A new Illinois law will allow parents to review their teens' driving records on the Internet until they turn 18. The legislation came from a task force on teen driving that Secretary of State Jesse White formed. The law is intended to give parents a tool to monitor their children's driving and teach them to be more responsible behind the wheel. The law goes into effect Jan. 1 and is part of a broad effort to tighten rules for teen drivers. Another measure signed into law makes it illegal for insurers to deny coverage to people who were drinking in car crashes. The theory is that drivers would be more likely to admit alcohol use and begin treatment. For more information, go to

<http://www.chicagotribune.com/news/local/chi-legis17aug17,1,1907399.story>

Source: Chicago Tribune, August 17, 2007

Feds Devote More Research to Child Backover Deaths

Children need to be protected inside vehicles, but they also face the danger of being injured or killed in their own driveways when vehicles back out. Federal regulators are planning to research prevention of a problem that is on the rise. According to Kids in Cars, 474 children died after being backed over by a vehicle, compared to 138 from 1997 to 2001. National Highway Traffic Safety Administration officials used federal crash records and death certificate reports to develop rough estimates and did not find evidence the problem is on the rise. The report also found back-up detection technology in cars to be expensive and unreliable. Parents and advocates say high trunks and small rear windows make it difficult for drivers to see children behind them. Most passenger vehicles don't have backup cameras because most work only with expensive navigation systems. For more information, go to

<http://www.suntimes.com/news/nation/515781,CST-NWS-suv19.article#>

Source: Chicago Sun-Times, August 19, 2007



Dan Vartanian
NETS Coordinator
Office of Highway Safety Planning
(517) 333-5322
vartanid@michigan.gov
www.michigan.gov/michnets





Educators Delay Enforcing Law that Prohibits Truants from Getting Licenses

A new Illinois law would require schools to release attendance records to the Secretary of State's office, but the U.S. Department of Education says the law violates the Federal Education Rights and Privacy Act. The law is intended to keep truant students from receiving driving privileges, but submitting attendance records could compromise students' privacy. Authorities are reviewing whether school officials and the Secretary of State could implement the law without violating students' rights. Seventeen states have linked attendance with driving privileges, but none have been as drastic. The Illinois law requires teens under 18 to attend school to get learner's permits or licenses.

Source: Chicago Tribune, August 29, 2007

International Traffic Safety News

Australian Group Releases Motorcycle Rider Behavior Report

A report from the Australian Transport Safety Board examines the social and psychological factors that influence motorcycle rider behavior. The report looks at a rider risk and assessment measure, which helps identify high-risk riders by examining intentions and self-reported behavior. For a copy of the report, go to http://www.atsb.gov.au/publications/2007/road_rgr_200704.aspx

Groups Disagree on Drivers' Reactions to Safety Features

Fleet management firm Masterlease thinks new safety aids are leading to risky driving behavior, but the Society of Motor Manufacturers and Traders (SMMT) points to decreasing crash numbers to refute that claim. The head of risk management at Masterlease said that if a driver is confident of a car's safety features, that driver's behavior can change to make the situation as dangerous as it was before the features were available. An SMMT spokesman called that theory an urban legend: "Vehicle safety has come on leaps and bounds over the past few years and that has to be a plus. Road accidents are going down, so the argument doesn't add up." Source: FleetNewsNet, August 21, 2007

Intersection Cameras May Be Installed To Relieve Congestion

In Scotland, cameras trained on the largest cities' box junction intersections could cut congestion dramatically. Box junctions are yellow lines painted on the road—motorists are not allowed to pass through the box junction until traffic is clear. Drivers who stop in the box junction and block the intersection are fined. The Scottish Executive supports installing cameras at the most abused intersections so an officer doesn't have to be present to issue a fine. Experts don't believe the move will be popular with motorists, who will see it as a revenue-generating measure. For more information, go to <http://news.scotsman.com/scotland.cfm?id=1308532007> Source: Scotsman, August 18, 2007

Tourists Need to Focus on Traffic Safety in Foreign Countries

Travelers should pay attention to road safety when they're abroad, because crashes are the No. 1 cause of death of healthy Americans in foreign countries. In developing countries, sub-standard roads, deficient signs and lax traffic enforcement contribute to the problem: travelers' unfamiliarity with their surroundings and local customs only exacerbate it. The World Health Organization and World Bank estimate crashes kill 1.2 million people a year, 85 percent in low- and middle-income countries. The organizations say that number could grow to 2.3 billion by 2020. The U.S. State Department reported 719 Americans died in crashes abroad in the past three years, accounting for 31 percent of American deaths. Travelers should be especially cautious in Mexico, where taxi and bus drivers often don't follow traffic laws, roads are narrow and motorists share lanes with bicyclists and pedestrians. Another problem is business travelers who rent cars in foreign countries but become distracted by unfamiliar signs, sights and laws. Chevron created the Arrive Alive campaign to boost highway safety laws in



several countries. For more information, go to http://www.usatoday.com/travel/news/2007-08-13-tourist-deaths_N.htm Source: USA Today, August 13, 2007

Small Fleets Not Interested in Drowsy Driving, Even after High-Profile Case

Almost 90 percent of small fleets still don't ask their fleet brokers how to fight driver fatigue, even after van driver Michael Eyres sued his employer for making him drive drowsy, which caused a fatal crash. Network conducted the research and said it indicates a lack of interest in keeping drivers awake and safe. "Among small fleets, especially those which only have one or two vehicles, duty-of-care issues such as driver tiredness can often be pushed to one side," Network's director said. Small fleets are being run by employees with many other responsibilities, and meeting duty-of-care requirements is often not the top priority. Source: FleetNewsNet, August 30, 2007

Smaller Firms Need Personal, Dedicated Help with Fleet Management

Small to medium-sized companies need personal help managing their fleets. AA Business Services found that fleets at smaller businesses are managed by support staff with many other duties and cannot devote much time to fleet issues. "Effective fleet management is essential for all businesses—whatever their size," said the head of commercial SME fleet sales for AA Business Services. Research found that 90 percent of small firms want a human contact, not an online-only solution, at their supplier. Source: FleetNewsNet, August 28, 2007