

my
FleetLinkmy
DriverLink

October 2010

October Newsletter

[At a Glance](#)
Increasing Driver Safety

Union Leasing's
Product News

Union in the News

Tip of the Month

October is National Breast Cancer Awareness Month!
For more information on breast cancer, and
how you can make a difference go to:
www.nbcam.org or www.komen.org

Increasing Driver Safety

Information provided through our business partner, ZoomSafer



At any given moment, the US Department of Transportation estimates that there are 812,000 vehicles being driven by someone using a hand-held cell phone. This is not really surprising considering the increase in voice minutes from 38B in 1995 to 2.3 trillion in 2009. In 2009 over 150 million texts were sent per month.

While those numbers may be astonishing, these are downright scary. In one year, cell phone distractions cause:

- 600,000 crashes
- 330,000 injuries
- 3,000 deaths

Breakdown those numbers on a daily basis and it amounts to 1,643 crashes, 904 injuries, and 8 deaths. For more statistics and data, please visit www.distraction.gov

You might be wondering how this translates over to your drivers and your company. On-the-job crashes cost employers over \$24,500 per crash, \$150,000 per injury, and \$3.6 million per fatality.

While over 21 states, perhaps even your own, have laws banning texting and emailing while driving, we are still falling a bit short. The good news

is that there are currently over 200 new bills to combat distracted driving. As a country, we are lagging behind. Great Britain made it a criminal offense to use a cell phone while driving in 2003! and Japan outlawed use in 2002 with a penalty of up to three months in prison.

Despite the laws, an employer is responsible for the actions of an employee if the employee was acting within the scope of their employment at the time of an accident under what is commonly known as vicarious responsibility. Even if an employer is not subject to vicarious liability, it can also be sued directly in its own capacity for failing to take adequate steps to prevent distracted driving. To download and read the full white papers detailing this information, please [click here](#).

To keep your fleet protect you must implement a simple, direct, and reliable way to help your employees. Traditionally this has only come in the form of written policy on company cars and/or cell phone usage. Today, there are new products available that utilize GPS signals to prevent distracted driving.

For fleets, there is a product called FleetSafer. FleetSafer is a patented, enterprise mobile phone safe driving solution that prevents distracted driving and ensures the safe, legal and responsible use of mobile phones while driving. To see how it works, watch [this video](#).

For more information on distracted driving and policies, please contact Union Leasing, or our business partner FleetSafer at info@zoomsafer.com.

Union Leasing's Product Updates



Thank you to all of our clients that provided feedback that made our most recent phase of myFleetLink possible. Thanks to you, our client information site contains more information at the click of a mouse than ever before. We look forward to your continued feedback to make myFleetLink one of the greatest tools in your fleet management arsenal.

AND COMING SOON.....



Making fleet management even easier for you... and for your drivers!

Union in the News

One of the things that we pride ourselves on is the experience and dedication level of our employees. Well, we're not just tooting our own horn, here are several articles that have appeared in the past few months featuring Union employees and their expertise. From vehicle ordering, to new technology, to industry experience. Please click on the link(s) below to read these articles:

Fleet Financials- Senior Management Support of Telematics - Featuring Mark Conroy, VP - Sales & Marketing

Automotive Fleet- Order to Delivery 2010 - Featuring Greg Carson, Director of Operations

Green Tip of the Month

From Ideal Bite

Quick and Easy Green Tips

1. Use non-toxic art supplies. Many paints and art products use asthma-inducing chemicals. Let your budding artiste make masterpieces with non-toxic supplies like veggie-based paint for art that screams like Munch, but smells like Monet's garden.
2. Head to the dump. Each of us creates 4.6 pounds of trash per day, and 55% goes to landfills (the other 45% is recycled or incinerated). Take kids to see where their trash goes post-can.
3. Swap maternity and kids products. The average cost of raising a kid 'til age 2 can top \$13,430. Trade with friends instead of buying all new stuff.
4. Use safe bottles. Many baby and adult water bottles are made from plastic that contains the toxin bisphenol A (BPA). Opt for BPA-free bottles to avoid toxins in the body and in the environment.
5. Throw eco-friendly parties. Mylar balloons take hundreds of years to biodegrade; latex, about six months. Pesticide-free treats like organic cake is important, since kids' bodies are still developing and they consume more than adults relative to their body weight.

For more information on our products and services, please contact Mark Conroy at mconroy@unionleasing.com or call him directly at 678-349-2990.

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