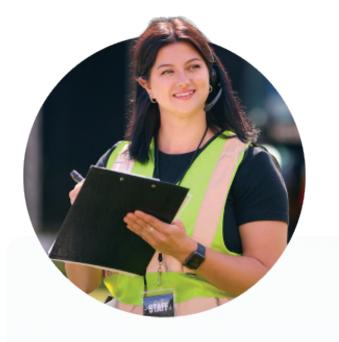
We asked fleet professionals what's working, what's not, and why a safety program matters.

Fleet safety goes beyond just checking a box. In fact, **93% of fleet managers** say their team performs better when safety is a top priority. But between budget limitations, time constraints, and concerns about driver resistance, building an effective program can feel out of reach.

We asked fleet professionals across the industry to share their perspective on fleet safety and the real impact of implementing a safety program that works.



Fleet managers believe their teams would benefit from a company-wide safety program and 84% believe employees would be open to safety technology if it protects them.

When it comes to the biggest safety risks fleets face, there's no shortage of threats coming from every direction

For fleets with a safety program, they find the most benefits by focusing on these policies.

Mobile phone usage policies

Speed management

Weather and road condition response

Fatigue prevention

Vehicle maintenance reminders

Defensive driving





The top reason fleets fall behind on fleet safety?

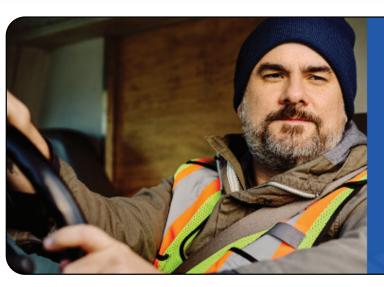
Service business fleets want to be safer, but many don't have the time, budget, or buy-in for success.

say driver
resistance is a major
challenge with 51%
saying driver privacy
is a real concern

43% say upfront cost is a concern

say driver feedback is crucial, but only 55% of respondents provide regular performance reports

don't know where to start when it comes to coaching programs



TAKEAWAY

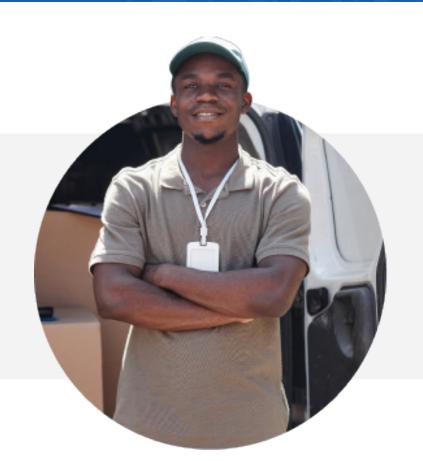
Safety works but only if it's implemented intentionally and supported by everyone involved — from management to drivers. But too many fleets are running without a plan, leaving their drivers, business, and bottom line vulnerable.

We asked fleet professionals what safety processes, tools, and training make the greatest impact.

Investing in fleet safety pays off

Fleets that implement safety programs and procedures are seeing fewer accidents, better driver behavior, and real savings — with less resistance than expected.

Fleet safety managers that have made the investment are seeing results. In the next year, **77%** of survey respondents plan to invest in new safety processes, tools, or training. From GPS tracking to dash cams and driver coaching, the right tools are helping expedite improvement. And despite initial concerns about cost or pushback, **84%** of fleet managers say the benefits far outweigh the resistance.



Here's a closer look at the tools that make the biggest impact:

on GPS fleet tracking and AI powered dash cams

91% of fleets use GPS vehicle tracking

72% of companies utilize dash cameras in work vehicles

of fleet managers say dash cams helped reduce or defend against accident claims

Fleets using these tools reported significant improvements in:

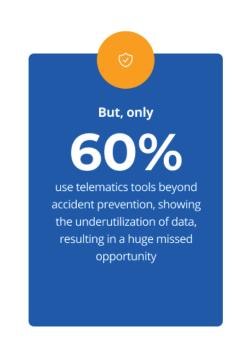
- Better driver accountability
- Safer driving habits
- Improved coaching effectiveness
- · Protection against fraud
- Fewer accident claims
- Faster insurance resolutionsReduced speeding
- Easier dispute resolutionLower insurance premiums

Telematic insights

Fleets are also using telematics data to improve safety.

Here are the most common ways the data is accessed.

- GPS vehicle fleet tracking 64%
- Dash cameras 50%
- Al safety alerts 49%
- Tool and asset trackers 47%
- Driver coaching tools 44%
- Digital vehicle inspections 33%



Driver coaching

Driver coaching can be an effective way to improve your fleet's safety culture. By having honest conversations, backed by real data, you can help change habits and track progress over time.

Driver coaching also lets you set individual and team goals that can be documented and measured, creating accountability and buy-in across your team.

74%

found coaching programs easier to launch than expected

87%
of fleet managers
use speed data for
coaching

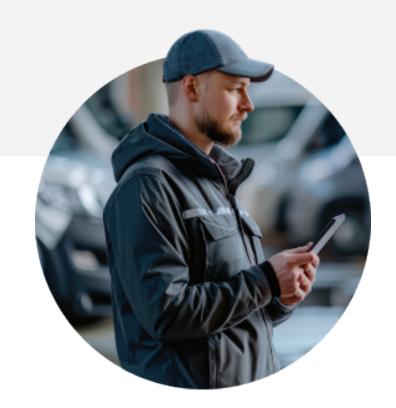


AKEAWAY

Fleet safety is important but creating a program that sticks takes careful planning, the right tools, and time.

^{**}Linxup commissioned independent survey research firm, TrendCandy, to survey 251 fleet managers about redefining fleet safety in an era where perception, precision, and performance all ride in the same vehicle.

We asked fleet professionals why safety matters for their teams and their customers.



Strong safety practices also make it easier to hire and keep reliable employees — which improves your reputation with customers.

73%

of fleet managers say safety is something their customers consider when deciding who to hire. Visible safety practices signal professionalism and reliability.

1/3

of respondents don't have a formal safety program, leaving a missed opportunity to stand out competitively and win more business.

Linxup delivers safety you can count on

59%

of fleet managers with a strong fleet safety culture see it as a powerful recruiting and retention tool. Safety earns trust, and in a tough labor market, that can mean the difference in maintaining or growing a business.

Having a fleet safety program is non-negotiable. But creating one that sticks, actually motivating drivers and reducing risk, takes more than just good intentions. It takes the right tools, consistent coaching, and buy-in from the top down.

Linxup gives you the tools to turn safety goals into day-to-day results. If your current program needs a boost, or if you've been meaning to get one off the ground, Linxup can help you do it right.