

## 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**

Respondents ranked risk areas by importance (with the ability to choose multiple options):



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



### 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.

### The fleet safety dilemma

Most fleets value safety, but too many aren't taking a **proactive** approach.

Fleet Managers:

**90%**

say overall workplace safety is extremely or very important

**93%**

say their team performs better when safety is a top priority

**73%**

believe their drivers overestimate their own safety

**1/3**

of respondents don't have a formal safety program

**51%**

say their business couldn't financially survive a serious driver-related lawsuit

### 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.

**49%**

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

**43%**

say **upfront cost** is a concern

**55%**

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

**31%**

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



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:

### 01 GPS fleet tracking and AI powered dash cams

**91%** of fleets use GPS vehicle tracking

**72%** of companies utilize dash cameras in work vehicles

**88%** 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 resolutions
- Reduced speeding
- Easier dispute resolution
- Lower insurance premiums

### 02 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

### 03 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%**
- AI safety alerts - **49%**
- Tool and asset trackers - **47%**
- Driver coaching tools - **44%**
- Digital vehicle inspections - **33%**



But, only

**60%**

use telematics tools beyond accident prevention, showing the underutilization of data, resulting in a huge missed opportunity



#### TAKEAWAY

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

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.

**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.

**Linxup delivers safety you can count on**

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.