

DRIVE

A close-up, slightly blurred photograph of a person's hands on a steering wheel. The person is wearing a plaid shirt. The background shows a view through the windshield of a road and trees. The overall tone is professional and focused on the driving experience.

Holman

FLEET BY THE NUMBERS | 2023

DRIVER SAFETY CONSIDERATIONS

Since 2020, traffic accident rates have been on the rise. Speeding, distracted driving, and other poor behavior behind the wheel are the primary causes.

- **5M+** – Number of traffic accidents that occur every year
- **4,000** – Approximate number of deaths associated with traffic accidents involving trucks

Source: National Highway Traffic Administration

While some accidents are unavoidable, many can be prevented by taking action to improve your fleet's driver safety efforts. Doing so could protect your drivers from harm and keep you from incurring unnecessary costs.

AVERAGE COST OF A CRASH FOR U.S. EMPLOYERS



- **\$16,000** – if there are no injuries
- **\$74,000** – if there are injuries
- **Upwards of \$500,000** – if there are fatalities

Source: National Highway and Traffic Safety Administration (NHTSA)

Lost revenue, repair costs, rental expenses, new vehicle acquisition costs, labor costs (if your driver is injured), deductibles, future insurance premiums, and brand reputation are all at stake.

Moreover, if your drivers have a record of risky behavior behind the wheel, yet have not been required to undergo any formal safety training, you could face significant repercussions if they cause an accident and injure another party.



Negligent entrustment:

permitting an inexperienced or reckless driver to operate a dangerous article (vehicle)

Principally, every fleet should have a safety program to protect their drivers and others on the road. However, implementing these programs and even monitoring driver behavior through telematics and scorecards can also present additional benefits, including lower insurance premiums and insight into other hidden costs.

ACCIDENTS INVOLVING VEHICLES WITHOUT INTEGRATED SAFETY TECH INCUR:

- **13% higher** average claims
- **15% higher** rate of severe injury or death

On average, Holman customers see a 50% reduction in collision events in the first year after implementing a safety program.

Source: Holman Internal Data Team

By way of example, working with Holman, an HVAC fleet was able to determine the impact poor drivers had on their fleet's operating costs. They found that 5% of drivers with the worst safety scorecards experienced a 15% lower fuel economy and generated a 30% increase in non-collision maintenance expense. Access to this type of performance data can help you pinpoint where to take action.

RISK

While having a sound insurance strategy is vital to controlling costs and minimizing corporate risk, fleets face many challenges navigating the expenses tied to coverage.

- Fleet insurance costs are increasing annually
- No change in premium costs despite investing in monitoring and safety training tools
- Many insurance policies require a 25% down payment
- To qualify for coverage, many insurers require that fleets pay for more policies than they actually need

HOW DOES THE IMPACT OF INFLATION AFFECT YOUR FLEET COVERAGE?

Lingering supply chain issues and price increases in food and materials continue to impact every corner of the economy. The commercial insurance industry is no different. With inflation above historic averages, coverage rates for all insurance types are expected to increase as we progress through 2023.



Cost of Food Increase: 6.4% from Jan. 2022 to Jan. 2023, expected to increase another **7.9%** in 2023



Cost of Auto Insurance Increase: 9% in 2022, expected to increase another **7%** in 2023



Cost of Living Increase: 5.9% for 2022, expected to reach **8.7%** in 2023

Sources: [Social Security Administration](#), Holman Internal Data Team, [USDA Economic Research Service](#)

FINDING THE RIGHT COMMERCIAL FLEET INSURANCE

Obtaining proper insurance coverage for your fleet while avoiding hidden costs can be difficult, but it is not impossible. When you acquire commercial fleet insurance through Holman's in-house programs, you can leverage centralized data to develop a comprehensive solution tailored to your organization's needs.

15% - Average savings customers experience after switching to Holman Fleet Insurance



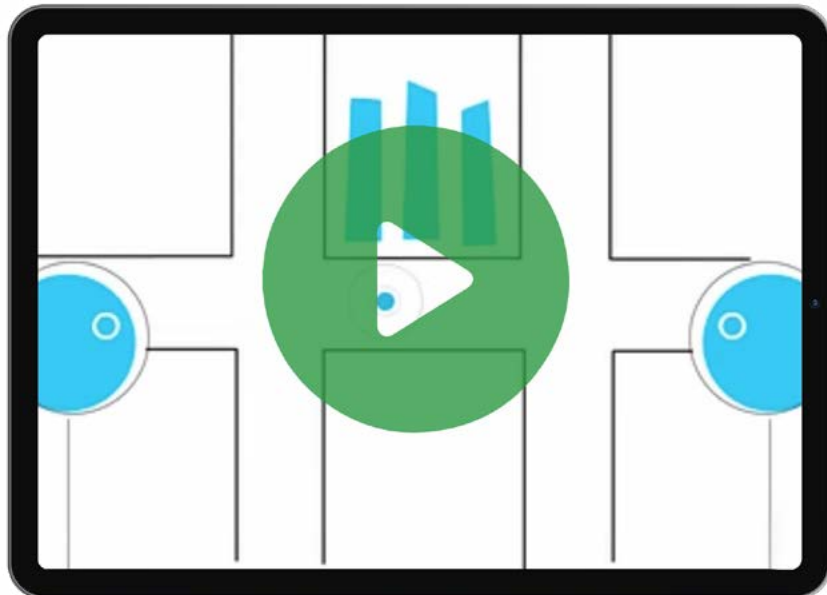
"Most insurance companies do not offer a discount on premiums and do not have visibility into what fleets are doing from a safety standpoint through their FMC. Holman, on the other hand, can provide upfront discounts for telematics and safety programs and utilize data to reduce the frequency and severity of accidents – the two main components driving insurance premiums."

Tracy Decker
Director, Holman Fleet Insurance



CONNECTIVITY

Connectivity is the key to increased productivity. From driver behavior to vehicle performance, your fleet offers critical measuring points that can be analyzed to help you identify risks and address hidden cost drivers.



Annually, a fleet of **300 vehicles** generates an average of **1,254** maintenance data points, **30,000** fuel data points, and **15 million** telematics data points.

Source: Holman Internal Data Team

Telematics and connected devices enable you to:

- Monitor driver behavior in real-time to improve safety and avoid costly accidents
- Track vehicle performance to address maintenance needs before they progress
- Gain insight into route optimizations to cut down on gas and mileage
- Automate deployment of driver training based on gathered data

TRENDS

Many fleets have significantly increased their efficiency by investing in tools that provide performance and productivity metrics.

Through telematics, Holman was able to help one fleet identify over 168,000 hours of unproductive idling each year. Strategic coaching, communication, and an incentive program then helped the company address the issue and eliminate \$336,456 in excessive fuel costs due to excessive idling.

In particular, the advancement in camera technology is creating an uptick among fleet managers. Inward-facing cameras and third-party AI technology provide valuable information regarding driver safety while delivering real-time alerts the moment distracted or risky driving behaviors are detected. Fleets are also investing in cameras to help support accident claims, preserve driver/business reputation and reduce exposure to litigation.

Incorporating video programs can reduce incidents on the road by 50%.

Source: Surfsight



DRIVING THE INDUSTRY FORWARD

You need access to the right tools and technology to achieve your fleet's goals within the connectivity space. However, determining which investments will be valuable for your business can prove challenging – that's where expertise is needed. As a fleet management partner, Holman strives to understand customer goals and offer solutions accordingly, including:



Powerful analytics tools combined with the most comprehensive data enabling fleet managers to consume dashboards and visualizations that provide actionable insight into vehicles and drivers.



Streamlined communications and notifications delivering critical information in real-time



Mobile application customized to the individual fleet manager with a personal feed providing the most relevant information



DRIVER EFFICIENCY

Operating with greater efficiency remains a central goal for nearly every fleet, regardless of industry. However, administrative and other non-value add tasks can create hurdles, quickly consuming a significant portion of your day. Tools that empower your drivers to seamlessly and efficiently handle routine vehicle-related tasks on their own allow you more time to be strategic and keep your vehicles on the road generating revenue and your drivers arriving safely at the end of the day.

SERVICES IN ACTION

Across the industry, fleets are steadily improving their efficiency levels through the increased use of:

- **Dashcams** – to reduce risk by monitoring driver behavior and on-the-road activity
- **Fuel Cards** – to track spending and consumption habits
- **Driver Training** – to equip drivers for success and minimize costs and risk due to identified poor behavior
- **Mobile Apps/Databases** – to store important documents in one place, locate essential services and track mileage



KEY FEATURES TO LOOK FOR IN DRIVER EFFICIENCY TOOLS, SUCH AS THE HOLMAN DRIVER INSIGHTS MOBILE APP:

- Easy access to vehicle information and documents
- Ability to start processes for vehicle-related activities, such as replacing fuel and registration cards and reporting accidents
- Integrations for information for fuel stations, repair shops, and maintenance vendors
- Mileage and trip log entry
- Proper measures of control and security

FUEL

Electrification remains a trending topic, but your fleet may not be in a position to convert to electric or alternative fuels just yet. If that is the case, ensuring your fleet of internal combustion engine (ICE) vehicles is as **fuel efficient** as possible is essential to your environmental impact and bottom line. Many fleets are taking action by implementing fuel cards to track spending more closely and identify opportunities where costs can be minimized.

In 2022, through data analysis, Holman identified an opportunity for a fleet of **465** vehicles to save **\$212K** a year by addressing speeding events above 80mph. Not only was this an opportunity to encourage safer driving habits, but it also identified how much higher speed rates impact fuel spend.

Source: Holman Internal Data Team

2023 FUEL PRICING OUTLOOK (SOURCE: EIA)

OVERVIEW	2020	2021	2022	2023
Bent Crude Oil (dollars per barrel)	41.69	70.89	102.13	95.33
Gasoline Retail Price (dollars per gallon)	2.18	3.02	4.02	3.61
U.S. Crude Oil Production (million barrels per day)	11.32	11.25	11.83	12.31
Natural Gas Spot Price (dollars per million BTU)	2.03	3.91	6.49	5.46





YOUR ACTION PLAN:

- Ensure you are comprehensively tracking and managing driver behavior and fuel transactions
- Establish a safety training program within your organization that protects your drivers and reduces exposure to litigation
- Reevaluate your fleet insurance plan to identify hidden costs and ensure you have the proper coverage and ROI on safety investments.
- Access critical performance data and empower your drivers through telematics

ABOUT HOLMAN

Holman is a global automotive leader that serves both commercial and consumer clients The Holman Way by always doing the right thing for our people, our customers, and the community since 1924. The Holman story began nearly a century ago as a single Ford dealership in New Jersey. Today, Holman, headquartered in Mount Laurel, New Jersey, is one of the largest family-owned automotive service organizations in North America with more than 6,500 employees across North America, the UK, and Germany.

Holman delivers a unique range of automotive-centric services including industry-leading fleet management and leasing; vehicle fabrication and upfitting; component manufacturing and productivity solutions; powertrain distribution and logistics services; commercial and personal insurance and risk management; and retail automotive sales as one of the largest privately owned dealership groups in the United States. Guided by its deeply rooted core values and principles, Holman is continuously Driving What's Right. For additional information, please visit Holman.com and connect with Holman on [LinkedIn](#), [Instagram](#), and [Facebook](#).

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