# VERA 3.0®

## NAUTO MANAGER-LED COACHING

Nearly 95% of all serious traffic collisions are due to human error.[1] And though drivers are an organization's most valuable asset, monitoring and managing driver risk is a critical need for fleet managers. Until now, fleets have lacked full context and visibility into driver behavior — severely limiting managers' ability to identify high risk events and the drivers that need immediate or additional coaching. VERA 3.0® changes that dynamic for good.

### Distractions

were factors in 70% of commercial fleet collisions[2]

### Drowsiness

annually accounts for 100k accidents, 1550 deaths, and $12.5B in losses[3]

### Tailgating

and aggressive driving led to rear-end collisions in 47% of 2016 crashes[4]
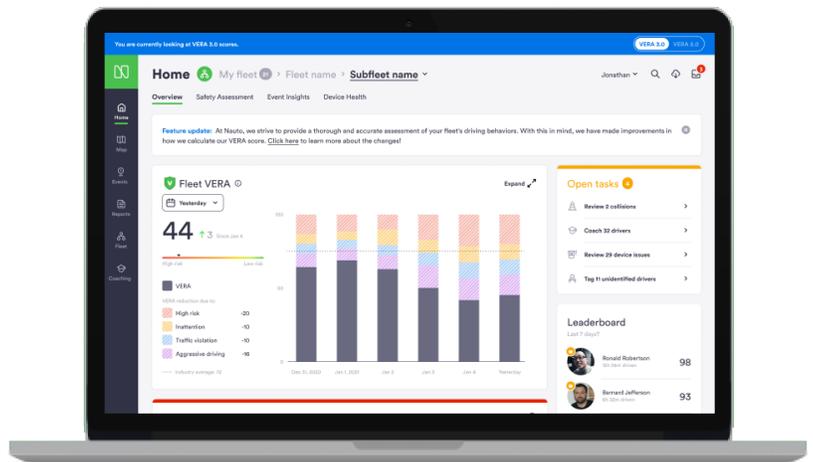
### Speeding

was a factor in 28% of all traffic fatalities in 2018[5]

## WHAT'S VERA?

Nauto's Visually Enhanced Risk Assessment (VERA) summarizes all driving events and behaviors into one score and provides a simple way to keep track of your drivers' safe driving over time. Calculated on a per-trip basis, a VERA score ranges from 1 to 100, with 100 being the best — and safest — driving performance.

Nauto tracks and analyzes over 20 variables to provide fleet professionals with a comprehensive safety evaluation and scorecard. This holistic approach offers unprecedented, granular detail, per driver and across a fleet, empowering organizations to better assess fleet risk, reduce behaviors that lead to collisions, and lower costs.

[1] National Highway Traffic Safety Administration (2016). [2] Nauto and Atlas Financial Holdings. Driver Safety Study (2018).
[3] Source: https://drowsydriving.org/about/facts-and-stats/ [4] Source: https://cdan.nhtsa.gov/tsftables/tsfar.htm#
[5] Source: https://www.nhtsa.gov/risky-driving/speeding

## What goes into VERA scoring?

Nauto's VERA Score is a composite of four sub-scores:

✅ **Inattention Driving**
We measure how long drivers are distracted, smoking, using their cell phone, or drowsy across all trips. This inattention number accounts for 75% of the overall score.

✅ **Aggressive Driving**
We track the number of aggressive driving events detected during a trip — harsh acceleration, braking, and cornering — and also factor in the duration of tailgating events. This provides 20% of the overall score.

✅ **Traffic Violations**
Speeding events over posted speed limits accounts for 5% of the overall score.

✅ **High Risk**
Finally, if our predictive model indicates that a driver with a past collision has a high likelihood of being in another collision in the future, such collisions, near collisions, and collision warnings will immediately reduce the VERA Score of that driver. This reduction is gradually removed over time.

Since using VERA 3.0, our accident count went from 25 (13 at-fault) to 7 (4 at-fault) collisions while still growing our fleet to meet our summer sales demands. Nauto helped us to identify that 3 of the 4 at-fault accidents were due to situational awareness and blind spots, which we can now work on moving forward.

Stephen Melendez
Logistics Specialist & Fleet Supervisor,
Edge Pest Control

## Nauto is the leader in AI-native driver and fleet performance optimization

**700**
Fleets worldwide

**1.2B+**
AI-processed driving miles

**$290M+**
Customer savings

Experience the features  nauto.com/product/manager-coaching

Nauto® is the only real-time AI-powered Driver and Fleet Safety Platform able to help predict, prevent, and reduce high-risk events in the mobility ecosystem. By analyzing billions of data points from over 1.1+ billion AI-analyzed video miles, Nauto's machine learning algorithms continuously improve and help to impact driver behavior before events happen, not after. Nauto has enabled the largest commercial fleets in the world to avoid more than 70,000+ collisions, resulting in nearly $310+ million in savings.

Nauto is located in North America, Japan, and Europe. Learn more at nauto.com or on LinkedIn, Facebook, Twitter and YouTube.

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