



SMITH SYSTEM[®]

Drive Different.SM

“Driving is not about hands and feet. It is all about the eyes and mind.” With that simple statement, Harold Smith founded the Smith System Driver Improvement Institute in 1952. Six decades later, our proven training methods continue to produce excellent accident rate reductions for car and truck fleets around the world. The Driving DifferenceSM – it will change your drivers and change your bottom line.

SmithSaverSM

Smith System drivers develop the habit of driving with traffic instead of against it. Their new attitude reduces accidents and also saves fuel and maintenance costs.



100

Trainers employed by Smith System

**75
21**

Number of Smith System customer countries and languages

50%+

Percent of Fortune 500[®] companies using Smith System

8,333

Smith System training sessions last year

55

Smith System's years of proven results

The Smith5KeysTM

- 1. Aim High In Steering[®]**
Looking further ahead than other drivers
- 2. Get The Big Picture[®]**
Seeing more around you than other drivers
- 3. Keep Your Eyes Moving[®]**
Being more aware than other drivers
- 4. Leave Yourself An Out[®]**
Positioning in traffic better than other drivers
- 5. Make Sure They See You[®]**
Making yourself more visible than other drivers

Driving Your Bottom Line

The average cost of a vehicle accident is \$6800 with other associated costs running as high as three times that number. Your investment in Smith System training will significantly lower your accident rates and costs. The resulting Return On Investment makes Smith System training an easy decision.

Driving Job Satisfaction

Smith System drivers learn to “work with” traffic rather than “fight” it. The result is a higher level of comfort and better job satisfaction. Satisfied drivers treat their equipment better, represent their companies better and stay with their employers longer.

Driving Your Reputation

Our **SmithSafe**® 24/7 fleet monitoring program takes calls from people regarding the performance of your drivers then builds a statistical database that will identify “at risk” drivers within your fleet. We use that information to recommend counter measures and suggest specific training programs for your drivers and management.

“In my professional opinion, the Smith System is the only training that truly stands by what it claims – ‘...to study and master techniques that are essential to understanding driver behavior. With a focus on collision prevention through hands-on training, the proven Smith System concepts help fleet drivers to see, think, and react to driving challenges.’ The team of Smith System trainers that trained our drivers was excellent, well prepared, knowledgeable, and enthusiastic -- they *lived* the Smith System.”

Testimonial letter from Duke Energy

The content of our training sessions is easy to learn, simple to apply, and easy to remember. But the real effectiveness of our approach is the way we teach these five principles. That’s what makes Smith System driving techniques habit forming.

Cars, trucks and everything in between. If it has a driver, our training can help.



Our training courses and teaching methodologies are highly effective -- we know that from six decades of real world experience. But we also know that training is only as effective as its ongoing implementation. That's why we work hard to develop multiple ways for you to apply our training content. As shown below, our SmithMedia™ support program offers over 50 Booklets, Videos, CDs, and On-Line Courses to keep The Smith 5 Keys™ current in your organization.

All of this material supports our three core driver training programs:

DriverDirectSM

On-Road and In the Classroom

DriverTrainerSM

Train-the-Trainer Sessions

DriverSeminarSM

Larger Group Sessions

Supported by

SmithMediaTM

Video/DVD

Printed Literature

On-Line Courses

**The
SmithChallenge**SM

Here's a great way to see the Smith 5 Keys™ in action and gain a better understanding of how Smith System can work inside your organization. Take **The Smith Challenge**SM. This introduction to a small group of your management team and drivers will train them to apply The Smith 5 Keys™. It will show you how this program can integrate with your other training requirements. We'll provide a word of caution here -- a very high percentage of people who take The Smith ChallengeSM decide to employ the Smith System program for all of their drivers -- and they see significant savings by reducing their accident rates, maintenance and fuel costs. So if you don't want to save a lot of money, steer clear of this one.

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