

SMITH **SYSTEM**[®] **Drive Different.**SM

The Global Leader in Driver Safety Training



**Collision
Reduction**



**Fuel
Savings**



**Maintenance
Savings**



**Employee
Satisfaction**



**Training
Media**



“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 it will change your bottom line.

Right Foot Fuel Economy

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



100

Trainers employed by Smith System

85 21

Number of Smith System customer countries and languages

50%+

Percent of Fortune 500[®] companies using Smith System

10,500

Smith System training sessions last year

1952

The start of Smith System's proven results

The Smith5KeysTM

It's not just what they are.
It's how we teach them.

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

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 why Smith System driving techniques become habit forming.



Collision Reduction 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.



Fuel Savings Our customers have reported fuel savings as an added advantage of our driver training for many years. But when gas reached \$4.00 a gallon, they elevated fuel savings to be one of the key benefits of working with Smith System.



Maintenance Savings Smith trained drivers start and stop less often. They position themselves in traffic to keep space between their vehicles and the running pack. The result is less shifting, less braking and less wear and tear on their vehicles' running gear.



Employee 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.



SmithMedia™ Ongoing education is essential for successful safety training. Smith System's SmithMedia™ catalog is a comprehensive library of printed, video and online training material to keep your programs fresh and relevant.



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



Our training courses and teaching methods are highly effective. -- We know from six decades of real world experience that training is only as effective as its implementation. That's why we offer three core programs to address different training needs:

DriverDirectSM

Classroom and On-the-Road Small Group Sessions

DriverTrainerSM

Train-the-Trainer Sessions

DriverSeminarSM

Larger Group Sessions

Our SmithMedia™ training material is contained in a comprehensive catalog that offers over 50 booklets, videos, CDs, and on line formats that will help you keep The Smith 5 Keys™ current in your organization.

SmithMediaTM

Video/DVD/CD

Printed Literature

On Line Courses

SmithSafeTM

Our 24/7 fleet monitoring program takes calls from people regarding the performance of your drivers and builds a statistical database that will identify "at risk" drivers within your fleet. We use that information to recommend countermeasures and suggest specific training programs for your drivers and managers.

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