

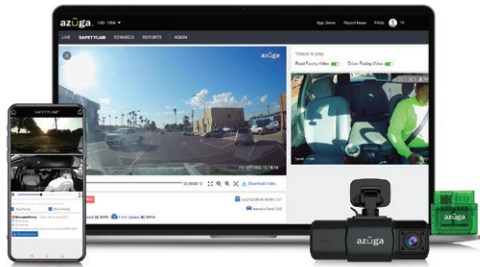
# Dashcam

Capture Fleet Safety  
with Dashcams



**azūga**<sup>TM</sup>  
a Bridgestone Company

[www.azuga.com](http://www.azuga.com)



## Capture Fleet Safety with Dashcams

Creating a safety culture is always a top priority for fleets. The easiest way to ensure that drivers are constantly engaging in safe behaviors is to provide technologies that support that culture of safety. There are many ways to create a safety culture, and we've already discussed a few of them with [fleet tracking](#). However, there are a lot of technology solutions that fleets use to keep their drivers safe, including implementing dashcams.

Nowadays, we have dashcams powered with artificial intelligence that can do all kinds of things you may never have thought possible with a dashcam. Dashcams have evolved to become a comprehensive safety solution over the past several decades. Fleets use them to track safety behaviors and hold drivers accountable for their actions, whether they're positive or negative. They record everything going on on the road and everything happening in the cab, even using AI to detect distracted driving behaviors. We will detail what these dashcams can do, the problems they address, and how they benefit your fleet below.

## How Do Dashcams Work?

Dashcams are typically very small, under three inches. This means that they will not obstruct your drivers' view while operating the vehicle. They are effortless to install; all you have to do is adhere them to the windshield or rearview mirror using a sticky pad included with your purchase. If you don't want to install them this way, you can also install them using hardware. Dashcams get their power in one of two ways: either through the 12v auxiliary



power outlet, being hardwired to the vehicle battery, or through an OBD-II Y-cable.

Depending on the dashcam you get, they may record all the time or begin recording when the driver turns on the ignition. Azuga's dashcam only records when you turn on the ignition. Although it records all the time, it only sends significant events to the cloud for you to review. This way, you don't have to sift through hours of footage to find important information whenever something happens. Videos of events are saved to the cloud, while footage of complete trips records to an SD card in the camera that holds between 40 and 70 hours.

All dashcams capture the road in front of the driver at all times. Azuga's dashcam captures footage in 1080p and provides up to a 155-degree view of the road. However, Azuga's dashcam offers a bonus in that it is dual-facing, so it also records what is happening in the vehicle's cab, providing footage of the driver's behavior. When the camera's artificial intelligence technology detects unsafe behaviors either on the road or going on in the cab, it will alert the driver with a buzzer sound so they can take action. If there is an issue with the driver and the behavior continues, the system will then send the footage to the fleet manager to review it and administer coaching if needed.

## What Events Can Dashcams Capture?

### On the Road

Dashcam artificial intelligence can capture a variety of dangerous driving behaviors such as hard braking, rapid acceleration, hard cornering, or excessive lane changes. It is helpful to have another eye on the road because drivers may not even be aware they are doing these things after several hours on the road, and a simple reminder from the alert system may be enough to help get them back on track. However, if they are driving aggressively, it may be time for you to get involved with in-cab coaching options.



### In the Cab

Part of keeping your fleet safe is being proactive rather than being reactive. The advantage of recording inside the cab is that the camera can detect distractions proactively before an accident occurs or a dangerous event happens. Dashcam artificial intelligence can catch all of the following from drivers:

- Eating/drinking
- Using phone
- Smoking
- Yawning/fatigue
- Face not visible
- Not focused
- Obstructed camera

Similar to road incidents, the dashcam system will alert drivers if they exhibit any of these behaviors so that they have a chance to correct them. However, as with issues on the road, if the behaviors continue, the system will send the footage to the fleet manager to take corrective action like in-cab coaching. While some worry about micro-management, distracted driving kills about 3,500 people on the road each year, according to the CDC, so it is crucial to eliminate these behaviors wherever possible to ensure everyone's safety on the road. In the next section, we will discuss what distracted driving entails and how dashcams combat the issue.

## Types of Distracted Driving

The CDC defines three types of distracted driving:



### Visual

Visual distractions occur when drivers take their eyes off of the road. They may be checking a text, searching for something inside the car, or even briefly closing their eyes due to drowsiness.



### Manual

When a driver takes their hands off the wheel, this constitutes a manual distraction. This can happen when the driver reaches into the back seat, fiddles with the radio, or eats while driving.



### Cognitive

Cognitive distractions can be the hardest to avoid. These distractions occur when a driver takes their mind off of the road. This means that a driver can become distracted even with their hands and eyes on the road. Usually, this means driving while emotionally distressed or angry.

These distractions are equally dangerous and pose a threat not only to the driver but to everyone on the road. They can all lead to accidents, so it is crucial to limit all three types. Luckily, dashcams help limit these distractions by tracking behaviors under these categories.



## Most Common Sources of Distraction



### Cell Phone Use

If you've watched the news at all in the past fifteen years, you won't be surprised to learn that cell phones are the most common type of distraction on the road today. The [National Safety Council](#) found that one in every four accidents is due to talking or texting on cell phones. Now that entertainment apps have become more popular, the danger is even more prominent. Often people will use them for navigation, but either way, they are a dangerous distraction on the road. Cell phones have become such an integral part of our lives that many people don't even think twice before reaching for their phones while driving. Luckily, dashcam software can detect cell phone use as it happens and alert fleet managers so they can perform coaching to eradicate that behavior.



### Drowsy Driving

This is a particular issue for fleet drivers who spend long hours on the road. Even though the ELD mandate and hours of service regulations have significantly lowered the risk of drowsy driving, the problem still exists. Driving tired can have the same effect on the brain as driving under the influence of alcohol. Going 20 hours without sleep has the same effect on the mind as having a blood-alcohol level of **0.08%**. This results in a much higher rate of accidents. Fatigued drivers are three times more at risk of ending up in an accident than well-rested drivers. Limiting drowsy driving should be a top priority for fleets. Just like cell phone use, dashcams catch when drivers are yawning or glossy-eyed and alert fleet managers so they can take action before those accidents occur.



### Eating While Driving

This is another issue that affects fleet drivers. Long hours spent on the road means that drivers will often get hungry behind the wheel. However, fleet drivers need to know that they are **three times more likely** to be in an accident if they eat while driving. Fast food restaurants make it easy to fall into this trap, but drivers should beware. A fleet with a well-established safety culture will emphasize the importance of pulling over to eat, and dashcams will catch any drivers who eat while driving instead.



## The Benefits of Dashcams

We've discussed how dashcams increase fleet safety in great detail, but there are various other benefits that dashcams can bring your fleet. They can help your business save money, improve your coaching procedures, and more. We will go over the other benefits of dashcams in this section.

### Dashcams are Your Witness in an Accident

Perhaps one significant reason that fleets install dashcams, other than keeping their fleets safe, is to ensure protection in the event of an accident that isn't their drivers' fault. 70% of accidents are not fleet drivers' fault. It's critical that these drivers can avoid wrongful consequences for accidents that aren't their fault. Many insurance fraudsters target fleet drivers for their scams because they can receive hefty payouts. Luckily, dashcams can serve as your fleet's witness in the event of an accident, preventing fraudsters from wrongfully blaming your drivers for anything that occurs. They provide footage of the road and the driver to show a complete picture of everything that happened. This means that fleets will not have to spend money on a lengthy court proceeding, and they will not have to spend money on a payout for an accident that isn't their fault. Even better, they will not have to pay increased insurance premiums.

### Insurance Discounts

Insurance providers want to know that your fleet is making an effort to keep drivers and vehicles safe because safe fleets are a lower risk to insure. Therefore, they will often offer discounts to fleets that equip their drivers with dashcams. Trucks with dashcams are already less likely to get into an accident because their drivers are held

accountable for their actions. This means they are less likely to cost the insurance company money. Furthermore, if they get into an accident, they are more likely to be exonerated of the fault, and their insurance will not have to pay out. No matter what happens, insurance companies benefit significantly from dashcams and want their drivers to use them.





### Use for Training and Coaching

With dashcams like Azuga's SafetyCam, you can perform in-cab coaching for your drivers. Whenever a driver exhibits unsafe driving behaviors, the system will send an alert in real-time to the fleet manager, who can then check in on the driver. This feature is critical if the fleet manager ever needs to have their driver take a break because their safety is compromised.

Furthermore, the footage from recorded incidents on the dashcam can be beneficial for training new drivers on safety. Seeing actual events play out in real life is far better for drivers to learn than simply hearing about them or simulating. Dashcams can provide that footage to help drivers learn.

### Save Money and Downtime

It's not surprising that accidents cause fleet businesses thousands of dollars. An accident without any injuries costs \$16,500. If there are injuries or fatalities, the cost soars up to hundreds of thousands. This is not even to mention the employee and vehicle downtime that can significantly hurt a company's productivity. Businesses wouldn't have each employee and vehicle if they weren't integral to their operations, so going without them is catastrophic. Therefore, avoiding accidents is a top priority for any fleet manager, and dashcams can help you do so. It's vital not only for employee safety but also the fleet's efficacy.

## Invest in the Azuga SafetyCam

We've discussed Azuga's SafetyCam briefly throughout this chapter. It offers all of the benefits and features mentioned here and more. You can view a complete list of its features on our [website](#) and even try a [demo](#). If you're looking to create a culture of safety within your fleet, Azuga's SafetyCam is the way to go. You're sure to be impressed with what you can do.

### References

CDC on Distracted Driving:

[https://www.cdc.gov/transportationsafety/distracted\\_driving/index.html](https://www.cdc.gov/transportationsafety/distracted_driving/index.html)

National Safety Council:

<https://www.nsc.org/road/safety-topics/distracted-driving/distracted-driving-home>

Sleep Foundation:

<https://www.sleepfoundation.org/drowsy-driving/drowsy-driving-vs-drunk-driving>

Know more about Azuga SafetyCam:

<https://www.azuga.com/dashcam>

Schedule a Demo:

<https://www.azuga.com/inquiry/dashcam-demo>

# About Bridgestone

Nashville, Tennessee based Bridgestone Americas Tire Operations is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company offering a wide range of Bridgestone, Firestone and associate brand tires. BATO maintains wholesale and original equipment sales operations across a broad line of products, including passenger, light truck, commercial truck and bus, agricultural, motorcycle, kart and off-the-road tires.

Additional US subsidiaries include Bridgestone Retail Operations which operates the largest network of company-owned automotive service providers in the world – nearly 2,200 tire and vehicle service centers across the United States – including Firestone Complete Auto Care, Tires Plus, Wheelworks and Hibdon store locations. Bridgestone authorized dealers consist of independent tire retailers that are authorized to sell and service Bridgestone or Firestone products. BATO's Commercial Solutions Group also has an extensive dealer network that also includes Truck, Bus, Radial Division. In summary the Bridgestone network consists of approximately 5,400 service locations for tire, automotive and fleet solutions.

Below is a complete list of links to our products for Commercial, Retreads and Consumer tires.

## **Bridgestone Brand**

Alenza, Blizzak, DriveGuard, Dueler, Ecopia, Potenza, Turanza  
Bridgestone Consumer product

website: <https://www.bridgestonetire.com/>

Bridgestone Commercial product

website: <https://commercial.bridgestone.com/en-us/index>

## **Firestone Brand**

All season, Champion, Destination, Firehawk, Transforce,  
WeatherGrip, Winterforce

Firestone Consumer product

website: <https://www.firestonetire.com/>

Firestone Commercial product

website: <https://commercial.firestone.com/en-us/index>

## **Bandag Retread**

website: <https://www.bandag.com/en-us/index>

# About Azuga

Azuga, a Bridgestone company, is a leading global connected vehicle platform, helping our customers turn data about vehicles and their use into intelligence that improves operations and safety while reducing costs and risk. Azuga provides reliable end-to-end solutions for commercial fleets, government agencies, insurance companies and automotive industry suppliers, encompassing hardware, the Azuga One platform, award-winning fleet applications and data analytics. Azuga is headquartered in Fremont, California.

Our award-winning Azuga Fleet solution is used by thousands of customers—from the small fleet of one or a few vehicles up to several thousand—and is lauded by our customers for its ease-of-use, robust features and affordable pricing.

**azuga Fleet**

**Good for drivers.  
Great for business.**