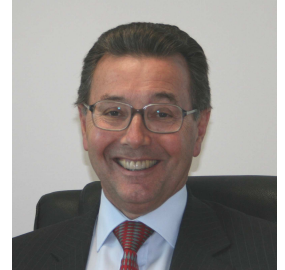


26th August 2008

Mr John Manager
Anyproducts Ltd
Anyproducts House
Cleethorpes
Lancashire
CLI IAA



Dear John

RiskMaster – what’s in it for directors?

In the previous two letters, I introduced you to the positive effects implementation of the RiskMaster programme has for fleet managers and drivers. This time I want to bring to you the **benefits for directors**.

RiskMaster lets you demonstrate genuine corporate social responsibility

Our factsheet shows how managing work-related road safety the RiskMaster way demonstrates a genuine approach to your company’s corporate social responsibility. It helps you comply with Section 172 of the new Companies Act. It also helps protect you and your company from prosecution under new and existing health and safety laws plus it increases productivity and improves efficiencies. Your company will enjoy a competitive advantage over its rivals and staff turnover will be reduced. **Altogether it is an excellent investment.**

Would your company benefit?

Better, more careful driving cuts operating costs, particularly maintenance and fuel consumption. It minimises the number of incidents, so insurance premiums are reduced. There are fewer days lost through injury, less vehicle downtime and higher residual values at sale time. And companies that can demonstrate they have such a system in place to their customers will find they are at an advantage when it comes to procurement.

RiskMaster delivers the goods

RiskMaster is not only good for **directors**, **drivers** and **fleet managers**, it’s good for **shareholders**, **unions** and **the general public**. We hope you’ll agree that RiskMaster can have an enormous beneficial impact. If you would like your company to enjoy similar benefits through managing its work-related road safety this way, contact marcus@fsguk.com. **RiskMaster – good for business, good for us all.**



Geoffrey Bray
Chairman Fleet Support Group

What’s in it for me? A series of factsheets for fleet managers, drivers, directors, shareholders, union members and the general public can be found at www.fsguk.com/news/whatsinit