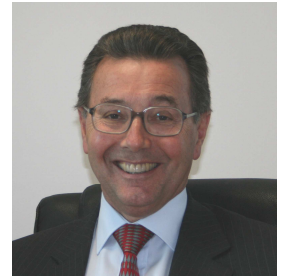


11th August 2008

Mr John Manager
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Dear John

RiskMaster – what's in it for drivers?

The last time I wrote to you about the **RiskMaster** programme and how it lets you manage your company's work-related road safety properly, cutting operating costs, helping the environment and meeting your company's at-work driving legal obligations, I introduced the first in a series of factsheets highlighting the positive effects on fleet managers. This time I want to bring to you the **benefits for drivers**.

RiskMaster takes the strain off your drivers

Our factsheet shows how managing work-related road safety the RiskMaster way provides drivers with an unambiguous policy from the company, making things clear from the outset. **Drivers feel valued and respected**, and their improved driving habits help safeguard the company from prosecution. Better driving means less stress and less risk, leading to improved work and home life.

Would your company benefit?

Improved driving by careful drivers 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. Safer drivers, continuously monitored, provide evidence that your company also cares for the community at large.

RiskMaster delivers the goods

RiskMaster is not only good for **drivers**, **fleet managers** and **directors**, 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