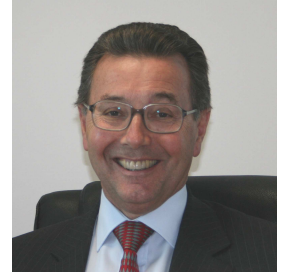


28th July 2008

Mr John Manager
Anyproducts Ltd
Anyproducts House
Cleethorpes
Lancashire
CLI IAA



Dear John

RiskMaster – what’s in it for you?

The **RiskMaster** programme lets you manage your company’s work-related road safety properly, cutting operating costs, helping the environment and meeting your company’s legal obligations regarding driving at work.

RiskMaster affects stakeholders in all areas of your business

It’s not just your drivers and other road users who are affected by how well – or badly – your company manages its work-related road safety. **Drivers** feel valued, drive more safely and are less stressed, whilst **fleet managers** minimise their risk of prosecution and maintain the value of their vehicles. **Company directors** can demonstrate genuine corporate social responsibility, with increased productivity, lower staff turnover and protection from prosecution. **Shareholders** enjoy a quality, ethical investment and satisfaction from supporting a ‘best practice’ organisation.

How will your company be judged?

Aside from those directly involved with your company there are others who are affected. If there is **union** representation within the company, they will be reassured to see evidence of a real commitment to the welfare of their members. And let’s not forget the great British **public** – these are the very people who will show their support for companies that can prove they invest in safer drivers, providing evidence that those companies do care for the community at large.

RiskMaster delivers the goods

RiskMaster is not only good for **fleet managers**; it’s good for **drivers, directors, shareholders, unions** and the **general public**. Read our first factsheet about how managing work-related road safety can help your fleet manager and 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