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Dear John

## **RiskMaster – what’s in it for the public?**

Last time I wrote 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 fourth in a series of factsheets highlighting the positive effects on shareholders. This time I want to show you the **benefits for the general public**.

### **RiskMaster makes the roads safer**

Our factsheet shows how managing work-related road safety the RiskMaster way reassures the public at large that you are promoting safer driving. By monitoring driver performance and providing additional training where necessary, companies can demonstrate they are doing something positive towards making the roads a safer place for everyone, particularly children. **People will support organisations that show they care for the community.**

### **How will your company be viewed?**

Better, more careful driving helps reduce crashes on our roads. Managing work-related road safety properly is essential, both legally and ethically. The community appreciates companies that take the welfare of other road users as seriously as they do of their own drivers.

### **RiskMaster delivers the goods**

RiskMaster is not only good for the **general public**, it’s good for **directors**, **drivers**, **fleet managers**, **unions** and **shareholders**. 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](mailto: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](http://www.fsguk.com/news/whatsinit)