



# STEERING TOWARDS INNOVATION

## Using the Latest Technology to Drive Safety

A KENCO WHITE PAPER

To meet current consumer demand, more truckers are on the road, making safety more important than ever before.



# Minimizing Accident Risk

Post-pandemic supply chain issues and the increasing reliance on 2-day or same-day delivery have put a measurable strain on the transportation of goods. To meet consumer demand, more truckers are on the road working longer hours—making driver safety more important than ever before.

From a cost perspective, the expenses incurred due to accidents can be staggering. In 2021, The National Safety Council estimated that the average cost of a truck or car accident is approximately \$1.8M in the event of a death and \$160,000 for a disabling injury. For commercial motor vehicles, that cost jumps to \$5 to \$7M for a fatality and \$280,000 for an injury.

**In this white paper, we cover 3 strategies for encouraging good driving behavior and minimizing risk of accident.**

- 1. Training and Education**
- 2. Implementing New Technologies**
- 3. Creating the Right Culture**



**The average cost of a truck or car accident is about \$1.8M in the event of a death; and \$160K for a disabling injury.**

**This jumps to \$5-\$7M for fatal accidents involving commercial vehicles; \$280K for an injury.**

# 1

## Training and Education

Training drivers on proper driving techniques during their onboarding as well as on a regular basis is critical to ensuring good habits are employed while on the job. Every month at Kenco, we require our drivers to complete an interactive training video from one of the most recognized online safety platforms, and we train our drivers on an industry standard commercial driving system known as [the Smith System's 5 Keys](#). One of the five rules encourages drivers to “aim high in steering”, focusing their attention high so they can see the whole road, not just a few feet in front of them.

### 5 Keys to Defensive Driving <sup>1</sup>

#### Key 1: Aim High in Steering®

A 15-second eye lead time provides advanced warning of dangerous situations. Good decisions cannot be made without adequate time to evaluate your driving environment.

#### Key 2: Get the Big Picture®

Maintain a minimum of four seconds following distance. Position your vehicle to maximize visibility. Scan at least one of your mirrors every five to eight seconds.

#### Key 3: Keep Your Eyes Moving®

Avoid focusing on any object for more than two seconds. Active eyes enable you to get and keep your big picture.

#### Key 4: Leave Yourself an Out®

Surround yourself with space. Your safest position in traffic is where the fewest potential conflicts exist.

#### Key 5: Make Sure They See You®

Seek eye contact. Use your warning devices at the proper time.

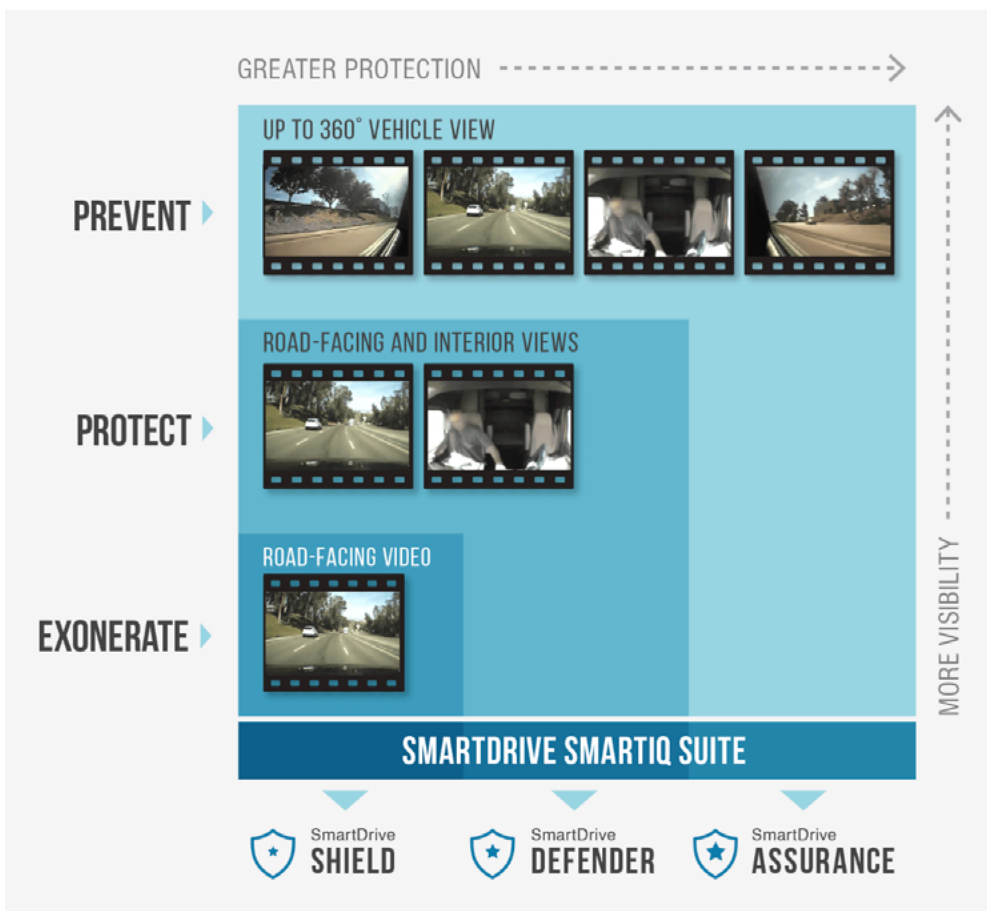


**When driving,  
the average driver looks 3 and 6  
seconds ahead of them. We train  
our professional drivers to look 12  
to 18 seconds ahead, giving them  
the visibility and space to see  
what they need and act  
accordingly.**

# 2 Implementing New Technologies

Newer trucking fleets are equipped with the latest advancements in safe driving technology, preventing dozens of potential accidents. One of the most impactful innovations that has come into play is inward and outward facing cameras. Kenco employs these cameras in our [SmartDrive system](#), outfitted in our [trucking fleet](#). Kenco also uses one of the top 3 rated on-board camera systems that utilizes outward facing cameras to detect objects in front of or to the side of the truck. These systems prevent incidents by detecting objects approaching too closely, and automatically slowing the truck down (if it's in an 'active' setting) or setting off an alert for the driver (if it's in a 'passive' setting). These systems also interact with the SmartDrive cameras to capture video of the events.

Inward facing cameras are used to observe driver behavior, alerting them of any concerns in real-time, as well as for coaching opportunities and rewarding good driving practices after a route has been completed.



Graphic is property of SmartDrive

# 3

## Creating the Right Culture

A key ingredient to promoting safe driving habits is building a culture where drivers feel empowered through inclusion and collaboration. Kenco's drivers play a critical role in not only transporting customer goods, but also in the overall success of the company. At Kenco, we allow drivers to take an active approach in their own evaluations, allowing them to review their own videos to identify areas where they excel and where they can improve—similar to an athlete and coach critiquing performance via video replays. Allowing drivers to help to test, evaluate, and roll out new technologies to the larger team would be another way to build a culture where they are included in the decision-making process.



**“Everyone on the road must get home safely. At Kenco, we’re committed to searching, testing, and implementing innovative solutions that provide a safer environment for our drivers and everyone on the road.”**

**Mike McClelland**  
SVP Transportation



# Keeping Our Drivers Safe at Kenco

Driver safety is of the utmost importance at Kenco, which is why we have implemented all of the strategies mentioned above and more. As we roll out new processes and technologies to improve the driver experience, we evaluate these changes based on several factors, including impact on driver behavior, required management supervision, and overall return on investment. As a team, we are driven by one goal: Bring each driver and associate home safely at the end of the day.

As a result of our efforts, we've received outstanding government safety scores and have been recognized by industry leaders for our safe driving programs. Our trucking safety awards and honors include:



**The American Trucking Association's President's Trophy,  
Under 25 Million Miles category**



**First Place in the National Truck Safety Contest,  
General Commodities, Truckload Line-Haul up to 10 Million Miles**



**Safety Improvement Award and Division Improvement  
Award in the National Truck Safety Contest**



**The National Safety Professional Award of  
Excellence**



**Learn more about our  
Transportation Services here.**

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## About Kenco

Kenco provides integrated logistics solutions that include distribution and fulfillment, comprehensive transportation management, material handling services, and information technology—all engineered for Operational Excellence. Building lasting customer relationships for over 70 years, our focus is on common sense solutions that drive uncommon value. Visit Kenco at [KencoGroup.com](https://www.KencoGroup.com).

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