

3-D DRIVING – Proven Effective for More Than 25 Years



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CAUSED BY DRIVER ERROR, AND
ANOTHER 25% WERE CAUSED BY
DRIVER DISTRACTION.

THE NATIONAL SAFETY COUNCIL,
2003 ANNUAL REPORT

“WE’VE USED 3-D DRIVING FOR
23 YEARS, AND I THINK IT HAS
SIGNIFICANTLY CONTRIBUTED TO OUR
CONSISTENTLY LOW FREQUENCY RATE
(3 ACCIDENTS PER MILLION MILES).”

MANAGER, MUNICIPAL FLEET

Improve your drivers’ performance, reduce collisions and increase productivity with The Hartford’s successful driver training program.

Meeting the Need for Improved Driver Safety

According to the National Safety Council, 50% of all auto crashes were caused by driver error, and another 25% were caused by driver distraction.

When vehicle collisions occur, the aftermath is often more than just repairing bodywork and healing the injured. Crashes cause delays, lost productivity, potentially higher insurance costs, and customer relations problems. In fact, serious incidents can even harm your company’s reputation and public image.

To help reduce the chances that your drivers will be involved in a crash, there’s no better time than the present to take advantage of The Hartford’s outstanding 3-D DRIVING program. For more than a quarter of a century, fleet managers have used our program to successfully reduce preventable collisions among their drivers.

Three Principles of Collision-Free Driving

One of the best driver improvement programs available today, The Hartford’s 3-D DRIVING program is designed to teach fleet drivers the three critically important principles of driving that are necessary for collision-free performance. The three principles are:

1. **Defensive Driving** – how to operate a vehicle to prevent collisions, despite the actions of others or adverse driving conditions
2. **Decisive Driving** – how to make the correct decision at the right time
3. **Dependable Driving** – how to respond consistently and defensively to each traffic situation

continued



Program Features

There are many driver education programs available today, but 3-D DRIVING from The Hartford includes features that other programs do not, such as:

- Classroom and hands-on, in-vehicle experiences, so students can practice and demonstrate newly learned skills where it counts most: on the road
- Course sections targeted to all types and sizes of commercial fleets, so you can use only the portions that apply to your operation
- Easy-to-follow PowerPoint® and video materials to deliver a polished and consistent presentation
- Driver commentary videos that enable students to actively participate in – and immediately apply – what they have learned
- Versatile materials that can be used for a dual purpose: 1) to “train your trainers” and 2) to train your drivers

How to Obtain Our 3-D Program

Now that you’ve learned the benefits to your drivers and your business, here are three easy steps to obtain our valuable 3-D training for your fleet:

Step 1: Identify the person(s) from your operation who will train your drivers.

Step 2: Notify your Loss Control Consultant or Hartford Agent that you want to obtain our program. Then set aside one day for The Hartford’s 3-D instructor to teach the course to your selected trainers.

Step 3: Your trainers begin teaching the 3-D DRIVING course to your drivers.

Give 3-D a Test Drive!

To learn more about how our driver training may reduce collisions, improve productivity and help control your insurance costs, ask your Loss Control Consultant or Hartford Agent today about 3-D DRIVING from The Hartford. You can also visit us on the Web at: www.thehartford.com/losscontrol.

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