



**THE  
HARTFORD**

## Loss Control



# THE HARTFORD'S 3-D DRIVING PROGRAM

## The Need for Greater Driver Safety

Nearly 95% of all traffic collisions are caused by driver error. These errors stem most frequently from poor vision skills, improper driving habits, aggressive attitudes, inattention, fatigue, and failure to use proven defensive driving techniques. The loss of life and property that result from frequent motor vehicle collisions underscores the urgent need for improved driver skills.

The Hartford's 3-D DRIVING program is designed to teach fleet drivers the principles of **Defensive, Decisive and Dependable** driving - the components of collision-free performance. The foremost objective of 3-D DRIVING is to reduce motor vehicle collisions.

## Advantages of 3-D DRIVING

3-D DRIVING includes classroom and in-vehicle training which combines comprehensive instruction with hands-on experience. This flexible program can accommodate commercial fleets of all sizes, with centralized or decentralized operations.

While classroom instruction provides a good overview of defensive driving techniques, 3-D DRIVING, unlike other training programs, emphasizes in-vehicle training. During one-on-one training sessions in your fleet vehicles, each driver's driving habits can be analyzed and addressed. When training takes place in the normal driving environment, the objective of behavior modification is more easily achieved. It is here that a driver can be shown how to avoid involvement in collisions, and how to become more efficient in conserving time and fuel.

## Starting a 3-D DRIVING Program

The first step in any training program is to identify who will conduct the training on an ongoing basis for your operation. Driver Trainers can be managers, supervisors of driving employees, individuals who select and train new drivers, existing employees, or senior/lead drivers who are called upon to give road tests. Personnel engaged in collision review and analysis will find that 3-D DRIVING complements their knowledge and provides needed information to help identify preventable collisions.

## Becoming a Driver Trainer

A Driver Trainer must have a good driving record and the ability to instruct others. The Hartford's training gives each Driver Trainer:

- A review of sound defensive driving techniques
- Training to identify and correct any bad driving habits
- Tools necessary for effective evaluation and training of other drivers
- Four training techniques that enable better communication with driving employees

The Driver Trainer session consists of:

- Four hours of classroom instruction featuring an instructor's manual, a PowerPoint® slide presentation, instructional DVD and required handouts.
- In-vehicle training in which each driver trainer receives 45 minutes of behind-the-wheel instruction in defensive driving techniques and good vision habits. This training takes place in a vehicle, where the advantages of group training are integral to the



exercise. The defensive driving concepts learned during the in-vehicle training can be easily transferred to the skills needed to operate various types of vehicles.

## Teaching 3-D DRIVING

Your Driver Trainer can present the 3-D DRIVING concepts to drivers in your fleet. Classroom instruction is approximately four hours. Principles presented in the classroom should then be reinforced by at least one hour of in-vehicle training per participant, using the vehicle type normally driven by each employee.

## Program Content

Specific topics covered in 3-D DRIVING include:

- Seat Belts
- Distractions
- Passing Techniques
- Seeing Habits
- Attitudes
- “Blind” Areas
- Expressway Driving
- Communication
- Space Cushion
- Intersections
- Preventable Collisions
- Speed
- Training Techniques
- Anti-Lock Brake Systems
- Night Driving

## Five Basic Rules

These five rules of good driving form the basis for collision prevention:

- Be far sighted
- Move eyes continuously
- Take in the whole picture
- Maintain a space cushion
- Communicate

By applying 3-D DRIVING principles and by practicing the five basic driving rules, drivers can reduce their involvement in potential collision situations.

## For More Information

Contact your Hartford Loss Control Consultant or visit us at [www.thehartford.com/losscontrol](http://www.thehartford.com/losscontrol)

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