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## UAE firm clamps down on bad drivers

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Mirak Group, a UAE-based perishables distributor, is using fleet tracking technology to improve the behaviour of its drivers.

It has recently installed the Telargo Fleet Management System in a number of its vehicles to allow it to monitor what its drivers are doing at the wheel.

"Apart from the obvious safety perspective, no matter how efficiently we operate our vehicles, they will perform poorly with an irresponsible and inefficient driver behind the wheel," said Nejdeh Ghadimi, assistant managing director at Mirak Group.

"Studies clearly show that aggressive driving and excessive speeding are major contributing factors in fatal crashes."

At the heart of Telargo is a driver score system that monitors the driver and gives a score for each journey on a scale from 1 to 100.

The driver's performance is assessed on several key indicators, including speed, acceleration and braking.

"This information enables our fleet managers to evaluate, track and compare the driver's performance on the road and helps to change driver attitudes by encouraging better driving practices," said Ghadimi.

"Other benefits include the reduction in fuel consumption and carbon emissions, optimisation of the fleet and streamlining administrative functions to reduce the total cost of ownership," added Ghadimi.

Telargo uses a basket of technologies, including GPS, wireless communication, digital mapping and hosted as well as mobile applications.

"In essence, the system allows fleet operators to control their fleet by knowing what their vehicles and drivers have been doing at all times," said Chris Wiener, solutions architect at Arab:IT, which installed the product for Mirak.

According to a recent report by the World Health Organisation, 1,056 people were killed on the UAE's roads in 2007, a death rate of 37.1 for every 100,000 people compared with a global average of only 18.8.

The vast majority of the deaths are attributed to poor driver behaviour.

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