

J. J. Keller®

# SAFE & SMART™

## DEFENSIVE DRIVING TRAINING

for Your Regulated Fleet



J. J. Keller  
& Associates, Inc.®

Since 1953

Partner with us to mitigate risk and improve safety.



# SAFER Drivers for Your Fleet & LESS RISK for Everyone

## The High-Cost of Poorly Trained Drivers



**\$91,000**

Average cost to a carrier of a large truck crash

**\$3,600,000**

Average cost of a fatal large truck crash

**300**

Number of large truck accident cases that occurred from 2014 to 2019 with legal awards over \$1 million each

**4,951**

Number of people killed in crashes involving large trucks in 2018

**151,000**

Number of people injured in crashes involving large trucks in 2018

**85**

The percentage of companies that say they need to improve their driver training

**Sources:** J. J. Keller & Associates, National Highway Traffic Safety Administration (NHTSA), Federal Motor Carrier Safety Administration (FMCSA), American Transportation Research Institute (ATRI)

As a regulated fleet that employs professional drivers, accidents and injuries pose an ongoing and serious risk. Without an effective driver training program, poorly trained drivers can result in fatalities, injuries, vehicle damage, lost freight, downtime, litigation or an investigation that could shut down your operation completely.

Help your fleet **reduce risk, employ best practices** and **lower claims** by offering **J. J. Keller® Safe & Smart™ Defensive Driver Training**. It's designed to teach both CDL and non-CDL drivers how to avoid accidents by...

- Operating a commercial motor vehicle (CMV) skillfully and safely
- Staying alert and driving defensively on the road
- Preventing distracted driving
- Preparing for extreme weather conditions
- Managing proper speed and space on the highway
- And much more

The best defense against risk is by partnering with the industry leader in safety and compliance – J. J. Keller.



# Defensive Driving Training Curriculum

To provide your drivers with the most effective training curriculum possible, **our onsite defensive driving training use a combination of online, classroom, range and road training.** This holistic approach ensures that drivers understand and retain each lesson. And by utilizing the latest adult learning methods combined with learning checks during all training phases, **you get safer, smarter drivers who are prepared to drive defensively on the road.**



## CDL DEFENSIVE DRIVING TRAINING

### Online Training Courses

- Visual Search, Communication, Distracted Driving, Speed and Space Management, Night Driving, Preparing for Extreme Conditions, Extreme Weather Conditions, Mountain Driving and Curves, Hazard Perception, Skid Control and Recovery, Driving Emergencies

### Day 1

- Classroom experience to review online training course content
- Range experience to conduct maneuvering exercises

### Day 2

- 1:1 behind-the-wheel range experience with each driver for coaching/observation/road testing



## NON-CDL DEFENSIVE DRIVING TRAINING

### FOR EXPERIENCED OR INEXPERIENCED DRIVERS

### Online Training Courses

- Visual Search, Communication, Distracted Driving, Speed and Space Management, Night Driving, Extreme Driving Conditions, Hazard Perception, Skid Control/Recovery and Driving Emergencies

### Day 1

- Classroom experience to review online training course content
- Range experience to conduct maneuvering exercises

### Day 2

- 1:1 behind-the-wheel range experience with each driver for coaching/observation/road testing





## What Safe & Smart students say about our trainers:

"Trainers are amazing!"

"I feel more than ready to do my job safely and efficiently."

"(You) can tell the trainers really care."

"Trainer took time to work with me on things I needed extra help with."

"Patience and attitude A++++++."

"Trainers have amazing patience dealing with rookies."

"Their teaching style is the best and they care about the students."

"Definitely left this course a lot more confident than when I started it."



**5-STAR RATING**  
in driver satisfaction

## Experienced, Effective Driver Trainers

Our DOT-qualified instructors – many with decades of experience with the nation's largest fleets – have proven to be some of the best in the business.

You'll be assigned a trainer who **we've certified as highly qualified in operating CMVs, and in training and testing CMV drivers on the specific type of vehicles your drivers will operate.** They'll not only have experience with that vehicle, but be provided with refresher educational material for leading vehicle inspections. It's the high quality of our trainers that delivers the high quality of our training.

Survey results from 15,000 drivers who attended Safe & Smart™ Training

TRAINING AREA	Rated 5 out of 5
Trainer's Teaching Style	98.2%
Trainer's Knowledge	99%
Trainer's Attitude	99.1%
Feel Confident in Their Abilities	95.7%



# Getting Your Fleet Started

We start by understanding your operation and understanding how our defensive driving training fits in with your overall safety program.

## TRAINING NEEDS ASSESSMENT

We'll work with you to develop the most effective defensive driver training program by evaluating your:

- Existing driver training
- Driver performance data
- Most common/serious crashes
- Driver turnover rate
- Policies and procedures

## TAILORED FOR YOUR NEEDS

We'll tailor our defensive driver training to take into account the specific needs of your operation, including:

- Training in your company vehicles or rented comparable vehicles, including almost any class 3-8 CMV, to provide the most relevant training possible
- Training that takes into account the cargo your drivers haul, the industry they operate in and any route-related challenges

## Additional J. J. Keller® Safe & Smart™ Training Programs



- CDL/Non-CDL Driver Training
- Yard Driver Training
- ELDT Trainer Certification
- CDL/Non-CDL Trainer Certification
- Yard Driver Trainer Certification
- Company-Specific Needs-Based Training



## Reduce Risk with Defensive Driving Training for Your Fleet

Contact us today to get started.

**800.685.2391**

**partners@jjkeller.com**

**JKellerSafeandSmart.com/Defensive-Driving**





## J. J. Keller's Purpose

To create safer workplaces and highways,  
so your employees thrive and return home  
each day to the families who love them.

## Why J. J. Keller?

For nearly 70 years we've been helping fleets like yours run safer, more efficiently, and with reduced regulatory risk. Our safety and compliance specialists have over 300 years of combined regulatory experience, and most of our driving instructors have over one million miles of safe driving!

