



UbiCar



ST LUKE'S
GRAMMAR SCHOOL

SAFEST DRIVER COMPETITION 2018

OVERVIEW

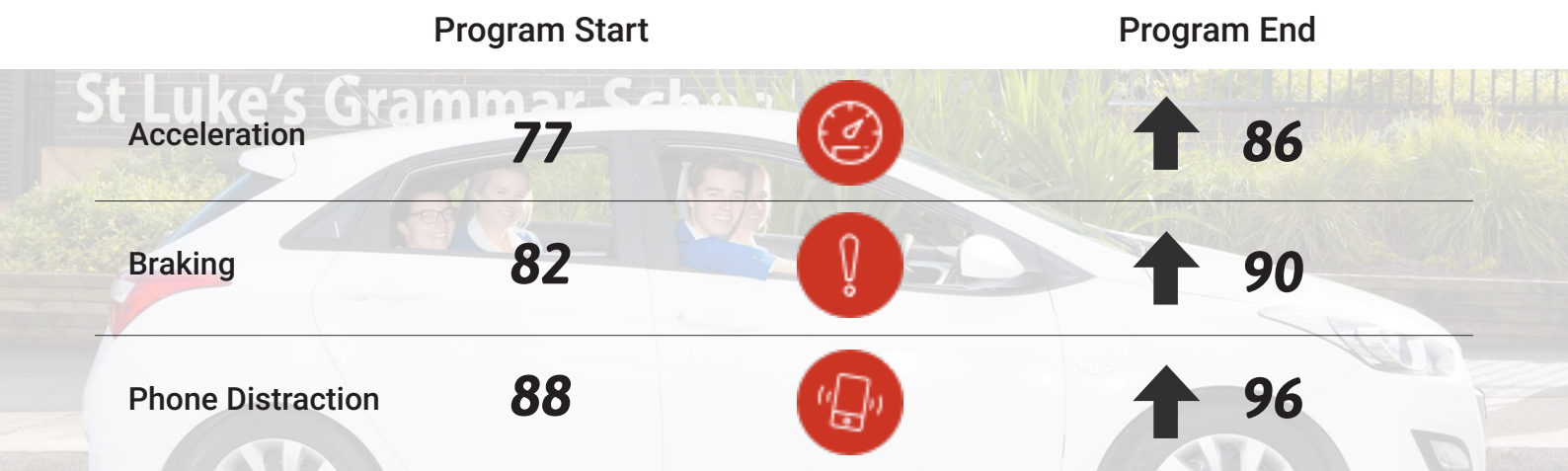
“Schools are always looking for ways to promote positive change in young people’s behaviours and I believe this is a fantastic educational tool relating to driving education.” Jann Robinson, Principal, St Luke’s Grammar School

OUR GOAL

UbiCar sought to encourage safer driving behaviours among the St Luke’s Year 12 cohort during Term 2, 2018 by providing real feedback on performance within its smartphone application.

Stats

Here’s how the behaviour of St Luke’s drivers improved over the 12,000km covered during the contest. Scores are an average of all participating students out of 100.



The median (middle) score for “Speeding” – ie maintaining the correct speed while driving – remained at a perfect 100 throughout the contest. That means more than half the drivers never broke the limit!



‘Hard cornering’ – ie taking corners too fast – was the weakest measurement for St Luke’s drivers. But not to worry, 16% of ALL UbiCar drivers are rated below 50 out of 100 for Cornering!

How They Stack Up

UbiCar ranks drivers in six bands ranging from very poor to excellent, according to their driving scores.

St Luke’s drivers showed great improvement during the competition. By the end, the distribution of their scores compared well with all drivers.

It shows that with engagement and positive reinforcement young drivers have the potential to be safe road users too.

Score Band	All drivers (%)	St Luke’s (%)
Excellent	29	36
Very Good	29	25
Good	19	21
OK	16	7
Poor	5	7
Very Poor	2	4

WHAT DRIVERS ARE SAYING...

"I like that UbiCar encourages safe driving. I am always consciously thinking about my driving and purposely driving carefully in order to get my scores higher. The biggest improvement was my braking score, while my overall score increased from being in the 70's to 90's."

Cassie Hargreaves
Winner St Luke's Safest Driver Competition

"I'm definitely more focussed while driving. Knowing that I have the app has meant that I am now more frequently checking to see how fast I'm going. I like the app because it encourages you to become an even safer driver."

Lucy
Phone Distraction Prize Winner

"Having the UbiCar app on my phone made me more conscious of the choices I make when driving. Now I'm more aware of how fast I'm going and what I need to do to make sure that my safety rating doesn't decrease."

Hamish
Speeding Prize Winner

WHAT THE PRINCIPAL SAID



"The app is a positive educational tool that provides the students with immediate and accurate data relating to their driving that they can evaluate and make changes if required."

Jann Robinson
Principal, St Luke's Grammar School



WE ARE HERE TO HELP

About UbiCar

UbiCar has created a free safe driving app which measures and scores trips enabling students to track how safely they are driving. It is a known statistic that young drivers are amongst a high-risk group who are over-represented in accidents and fatalities on Australian roads and UbiCar aims to positively change driving behaviour and support safer driving.

Contact Us

UbiCar welcomes the opportunity to introduce you to its innovative technology and help implement its safe driver program in your school.

To find out more, please contact:

Carolyn Batterton, UbiCar Partnerships Manager | carolyn@ubigroup.com.au.

You can also download UbiCar FREE from the App Store or Google Play and start using today.

