

NORTHERN BEACHES COUNCIL SAFEST DRIVER COMPETITION



northern
beaches
council

OUR GOAL

UbiCar partnered with Northern Beaches Council in October 2018 to incentivise safer driving and measure changing behaviour among local drivers and council staff through its free smartphone application.

Stats

During the competition UbiCar measured driver behaviour across 27,487 trips covering 324,737 KMs. Here's how the driving behaviour amongst the highest risk drivers improved throughout the competition. Stats are calculated as a change in the average number of dangerous incidents identified per trip, from competition start to end.



How They Stack Up

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

In the first week of the competition we surveyed users and asked them to rate their own driving according to our six ranking bands.

These results provide an interesting comparison with the actual driving data, and shows there is a disconnect between perception and reality at both the top and bottom ends!

Results Before and After

Score Band	Survey (%)	Actual (%)
Excellent	26	37
Very Good	47	32
Good	23	16
OK	4	12
Poor	0	2
Very Poor	0	1

Driver Age Distribution

Age	Users (%)
17-20	17.84%
21-25	16.03%
26-29	9.22%
30-39	21.04%
40-49	17.64%
50-59	11.82%
60-69	4.21%
70+	2.2%

"Each year about 3,000 fatal and serious accidents could be saved if low-range speeding was eliminated across Australia. Traditional enforcement for low range speeding is not particularly effective which is why Australia needs to embrace telematics technology. Added to this are benefits from reduced distraction and less aggressive driving through telematics. That is why the UbiCar system has so much potential."

Michael Paine - Technical Advisor, Global NCAP

WHAT DRIVERS ARE SAYING...

"It certainly makes you more mindful of how you are doing on the roads and makes you more focussed. I check my UbiCar scores after every trip excessively, especially during the competition period. I found the competition a lot of fun as I'm not normally a competitive person but this just brought out another side of me."

Cerian Brondum
Grand Prize Winner

"I would say I improved most on my overall concentration. Knowing there is an app rating my driving had made me think more about what's happening on the roads around me rather than day dreaming about what I have got coming up for the day at work."

Scott Martin
Second Place Winner

"I'm more aware of my speed and my braking. I think the phone distraction indicator was very telling as well so it made me not look at my phone. It definitely has slowed me down on the roads."

Nuala Quigley
Third Place Winner



"I'm so pleased Northern Beaches Council is able to lead the way and be the first local government to take part in this fantastic concept. The competition has been a huge success with over 800 enthusiastic locals taking up the challenge to test their driving skills."

Michael Regan - Mayor, Northern Beaches Council

WE ARE HERE TO HELP

About UbiCar

UbiCar has created a free safe driving app which measures and scores trips, enabling drivers to track their behaviour on the road. By partnering with Councils we hope to have a positive impact on local communities by incentivising safer driving. UbiCar also assists organisations to engage with young drivers, who are among the most at-risk groups for fatal crashes on Australian roads.

Contact Us:

UbiCar invites your Council or organisation to participate in a partnership program in 2019.

To find out more and register your Council's interest, please visit ubicar.com.au or 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.

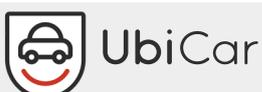
Media Coverage



THE Manly Daily



The Sunday Telegraph



www.ubicar.com.au

