

J. J. Keller®

SAFE & SMART

DRIVER TRAINING PROGRAM

Proven safety & compliance training
to help your CMV drivers succeed



J. J. Keller
& Associates, Inc.®
Since 1953



Safer, smarter drivers start here

Your drivers are a key part of your operation's success, especially given the need for safety and efficiency while dealing with everyday road risks. The **J. J. Keller® Safe & Smart Driver Training Program** will help your drivers succeed by teaching them how to...

- Operate a commercial motor vehicle (CMV) skillfully and safely
- Understand the CMV regulations that apply to them
- Stay alert and drive defensively on the road
- Provide professional customer service

Developed and delivered by J. J. Keller — the recognized leader in driver safety — this in-depth curriculum covers everything from basic vehicle controls to Advanced Driver Assistance Systems (ADAS), extreme driving conditions and much more.



Tailored for your company

The program includes options for both **inexperienced and experienced drivers, new hires, yard jockeys, non-CDL training, CDL Class A training, recurring driver training,** and even **driver coaching** as needed. Our team will work with you to create a program that takes into account the uniqueness of your company, your cargo, your routes and your vehicles. Training can take place at one of your locations with your vehicles to closely replicate your work environment, or we can coordinate similar vehicles and alternate locations for you.

Experienced, effective driver trainers

An effective driver training program starts with effective trainers, and ours have proven to be some of the best in the business. These veteran instructors — many with decades of experience with the nation’s largest fleets — incorporate the latest adult learning methods to improve learning retention for all types of drivers. And they can do it for your drivers, too!

Survey results from 1,000 drivers who attended Safe & Smart Driver Training

TRAINING AREA	Rated 4 or 5 out of 5
Trainer’s Teaching Style	100%
Trainer’s Knowledge	100%
Trainer’s Attitude	100%
Feel Prepared to Drive Professionally	100%
Feel Confident in Their Abilities	99.5%



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.”



888.473.4638 | JKeller.com/SafeandSmart

Multiple program options

To meet the unique needs of the drivers in your operation, you can choose from one or more of the program's four offerings. Each is designed using a combination of our online, classroom, range and road training (see training component details on pages 6 and 7).

J. J. Keller®
Safe & Smart
 Driver Training
 Program options

				
	ONLINE COURSES	CLASSROOM EXPERIENCE	RANGE EXPERIENCE	ROAD EXPERIENCE
Inexperienced Driver Training Comprehensive training covers everything new drivers need to succeed.	34 courses (10 hours)	4 hours	8-10 hours	2.5 hours
Experienced Driver Training Robust refresher training ensures experienced drivers meet your safety standards.	24 courses (6.5 hours)	4 hours	2 hours	2.5 hours
Defensive Driving — Recurring Training Refresher training reminds existing drivers of key safety behaviors.	9 defensive driving-specific courses	2 hours	4 hours	OR 4 hours
Driver Coaching Topic-specific micro-learning quickly addresses negative driving events.	1 corrective action course (for 1st offense) 2 condensed courses (for 2nd offense) 1 full-length course (for 3rd offense)	optional refresher (for additional offenses)	optional refresher (for additional offenses)	optional refresher (for additional offenses)
Customize It! Tailor our standard program options for your specific operation.	create custom courses add company-specific images/slides	customize workbook cover and content customize presentation materials	add company-specific driver scenarios	add company-specific final exam requirements

How the program works

The **J. J. Keller® Safe & Smart Driver Training Program**

consists of a proprietary process that takes your company and your drivers from an initial assessment all the way to qualified, safe and successful company drivers.



Getting started

We start by determining your company's safety training needs and understanding how that fits in with your overall safety program.

Training Needs Assessment

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

- Driver performance data
- Most common/serious crashes
- Driver segments with the most crashes
- Average cost per crash
- Driver turnover rate
- Vehicle types

Safety Program Consultation

Through an assessment of your company's driver safety policies and procedures, we'll identify areas for improvement and recommend actions to support your driver training program. Areas of focus will include:

- Hiring policies
- Driver training
- Disciplinary policies
- Safety procedures
- Vehicle types

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ONLINE COURSES

Our high-impact online courses will give your drivers a strong understanding of the rules, regulations, and best practices that apply to them as professional drivers. Each course concludes with a quiz to verify the drivers' understanding of the topic.

Online Courses Include:

- Becoming a Professional Driver
- Control Systems
- Vehicle Inspections
- Identifying Malfunctions
- Basic Control
- Backing & Parking
- Railroad/Highway Crossing
- Roadside Inspections
- Handling Cargo
- Hours of Service
- Post-Crash Procedures
- Fatigue & Wellness
- Shifting
- Human Trafficking
- Routing & Trip Planning
- CSA
- Defensive Driving
 - Visual Search
 - Communication
 - Distracted Driving
 - Speed/Space Mgmt
 - Night Driving
 - Extreme Conditions
 - Hazard Perception
 - Skid Control
- Proctored Exam



CLASSROOM EXPERIENCE

Your drivers will receive interactive, onsite classroom training from our veteran instructors who have years of real-world experience. This phase goes in depth on some of the online course topics, and prepares drivers to go out on the range.

Classroom Experience Covers:

- Customer Service & Professionalism (content will be customized for your company, your fleet and your industry based on a detailed consultation)
- Review of Online Courses
 - Defensive Driving
 - Roadside Inspections
 - Hours of Service
 - Fatigue & Wellness
 - Skid Control / Recovery & Other Emergencies
 - Post-Crash Procedures
 - Human Trafficking
 - CSA
 - Handling/Documenting Cargo
 - Trip Planning





RANGE EXPERIENCE

This hands-on experience provided by our expert instructors will give your drivers the opportunity to apply their newfound knowledge, skills and behaviors in a safe, closed-course environment with very low student-to-instructor ratios. Training can occur at your location(s) or virtually anywhere nationwide.

Range Experience Covers:

- Inspections & Vehicle Knowledge
 - Vehicle Inspections
 - Malfunction Diagnosis
 - DVIRs
 - Maintenance
- Backing Maneuvers
 - Straight Line Backing
 - Offset Backing
 - Parallel Parking
 - Curve Backing/Docking
 - Serpentine Backing
- Basic Controls
 - Control Systems
 - Communication
 - Shifting
 - Railroad/Stop Lines
 - Close-quarter maneuvers



ROAD EXPERIENCE

Our behind-the-wheel coaching enables your drivers to practice their safe driving skills and defensive driving awareness. It concludes with an on-the-road test that meets the FMCSR requirements for a road test in order to prove your drivers' ability to be a safe, professional and productive part of your operation.

Road Experience Covers:

- Public Road Observation & Coaching
- Road Qualification Test
- Road Test (DOT Road Test also available)



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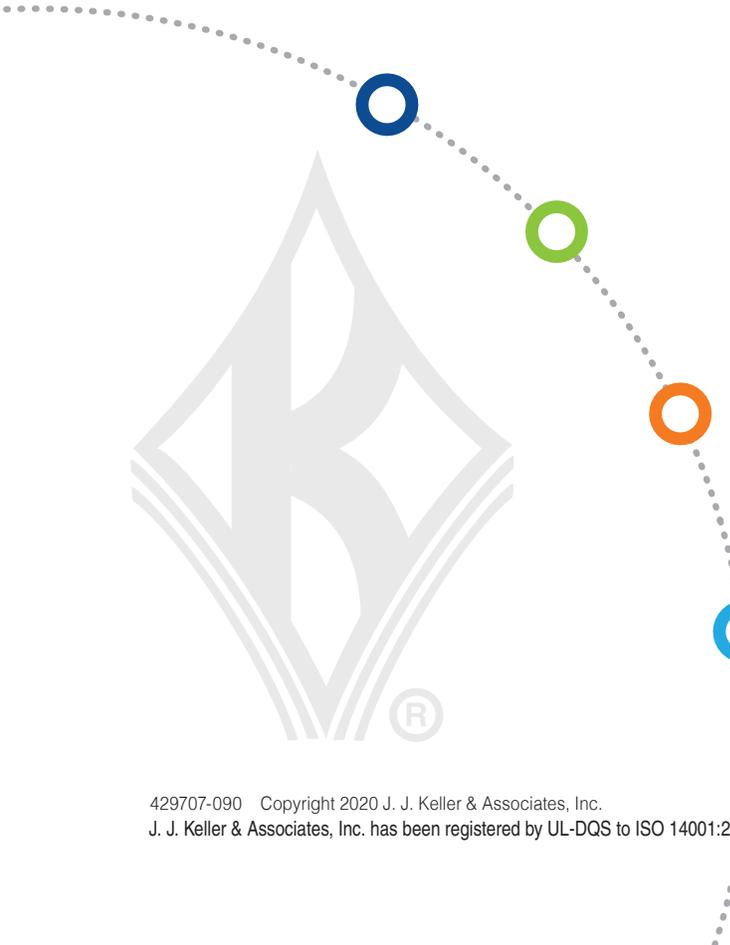


J. J. Keller's Purpose

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 over 65 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!



Start Training Safer & Smarter Drivers!

Contact us today to get started.

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