

*We combine behavioral and computer science to help fleets achieve best-in-class performance*

## Cycle of Positive Driver Engagement



## Building Positive Culture

- E** **ASY**  
Fully-automated, engage every driver, integration made easy, with a streamlined portal
- A** **T** **T** **R** **A** **C** **T** **I** **V** **E**  
Drivers FEEL GOOD with relevant, contextually-rich, and personalized information
- S** **O** **C** **I** **A** **L**  
Develop community with information that is easy to understand and share, compare performance, encourage commitment
- T** **I** **M** **E** **L** **I** **N** **E** **L** **I** **N** **G**  
Engaging driver communities when they are receptive: daily, weekly, monthly

EAST Framework. Behavioral Insights Team, thought leader in Behavioral Psychology and the application of Nudge Theory for Behavioral Change

### Annual Return on Investment

Fleet Size .....	<b>1,500 trucks</b>
ROI .....	<b>1,000+%</b>
Savings .....	<b>\$4,500,000</b>
Payback Period .....	<b>1-2 months</b>



PedalCoach® reduces all the aspects of driving efficiently to a simple UI

## Real-Time in Cab Coaching

**PedalCoach®** is an in-cab application that helps all drivers do better when it comes to fuel economy. The key to this is our unique patented (U.S. Patent No. 9,135,759) method of establishing the right fuel target that dynamically adapts to the road, load and driver.

**PedalCoach®** is constantly calculating the optimal fuel rate during every trip, giving the driver a moving mpg target that doesn't penalize him or her for a heavy load or an old truck.

The key with **PedalCoach®** is the immediate feedback to the driver. The driver can respond to the tool and go back to the most fuel efficient driving within a second.

## Fully Automated Positive Driver Engagement

Our automated engagements with drivers begin with daily **MyDrive** reports providing information to drivers that recognizes their good work and shows the challenges they are facing every day, such as wind and weather.

Our monthly **MyScore** reports show important metrics, historical trends and peer comparisons, all while being tuned to corporate priorities and objectives. They also highlight positive achievements, as well as suggest where improvement is needed.

Our patent pending coaching algorithm generates weekly **Coaching** messages that bridge the gap between the daily **MyDrive** and the monthly **MyScore**. The messages are always highly specific to the driver and focused on the suggested area of improvement. They acknowledge the positives using hundreds of actual human-generated coaching phrases.



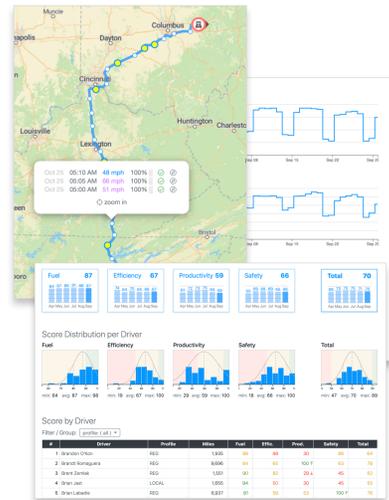
## Streamlined Best-in-Class Portal

For managers and operational teams, being able to quickly assess the performance and status of their fleets and drivers is key. The right information has to be ready at all times, from a quick daily check on the fleet, understanding how coaching is progressing, to assessing how you are tracking to organizational goals.

Our portal is designed with these needs in mind. Using patent pending analytics, we made sure that if the managers only had **5 minutes** a day to accomplish these tasks, then there are workflows available for them in the portal.

Quick check on the live map to see if the drivers are getting into bad weather?

A 5 minute BI analysis of how fleets compare to one another in the past month?



## On our approach

“ My mantra is if you want to help people accomplish some goal, make it easy. ”

— Richard Thaler, 2017 Nobel Prize in Economics

“ People who face a difficult question often answer an easier one instead, without realizing it. ”

— Daniel Kahneman, 2002 Nobel Prize in Economics

## On our company

“ Having a great tool from LinkeDrive makes data easy to obtain, providing it to you in real-time, and will make you rethink your driving habits! ”

— Blair Bechtel, Owner of Pleasant Valley Trucking

“ If you're passionate about fuel economy and performance, LinkeDrive is a must have in my opinion. It's a great teacher in many ways! ”

— Jamie Hagen, Owner Hellbent Xpress

We've got you covered!