



Safe Driver Recognition Programs *The Road to Excellence*

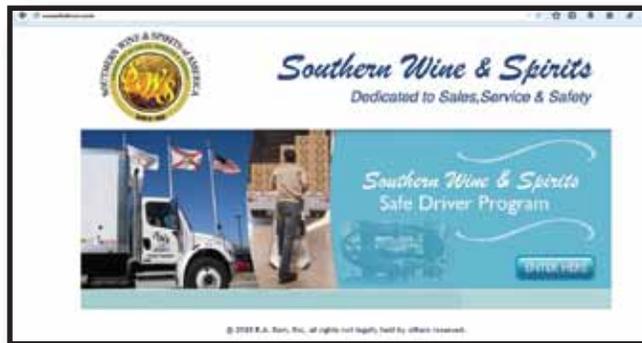
If you have a safe driver program, then you already know the benefits these programs provide. If you don't have a program in place, consider these:

Safe Driver Programs Save Companies Money - Driving fatalities can cost over \$2 million per incident, injuries over \$100,000 per incident and property damage approx. \$7000 per incident.

Safe Driver Programs are Tax Exempt - Under minimal but specific conditions, safe driver programs are tax exempt to the employer for the cost of the program and to the employee for the value of the award.

Safe Driver Programs Provide Unique Recognition - Because drivers are on the road, they miss the acknowledgement that other workers may receive every day. Thus it is even more important to recognize their efforts and notice when they go above and beyond. A well designed Safe Driver Recognition Program includes both recognition and reward/incentive components.

Building a culture serious about safety is no simple task. People, not policies, prevent accidents. Studies show that a high percentage of workplace injuries are attitude, behavior and/or culture based. So it is important to consider developing or improving your safe driver recognition program to increase individual awareness and reinforce a "safety-first" culture.



Logistics

Dion can handle the administration and fulfillment of a wide range of Safe Driver Programs. We set up custom websites to manage on-line award ordering, handle verification of eligibility, provide specific order breakdown information, etc. We also handle the award letter notification, collection of ring sizes and drop shipments as needed. Once you make the decision on what you want your safe driver program to include, E.A. Dion can handle the rest efficiently and effectively.

Safe Driver Recognition Programs

Build & promote a culture of safety with awards that motivate and recognize



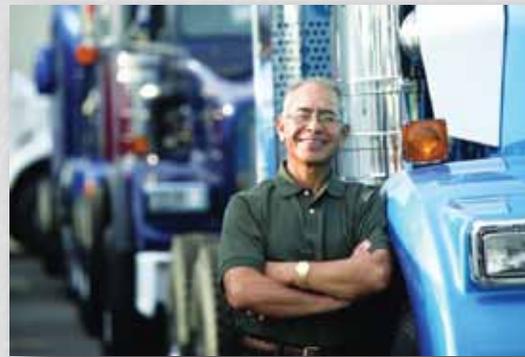
Dion

*Creative Jewelry Solutions
for Recognition, Promotion
and Motivation*

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Types of Safe Driver Programs

Incentive and Recognition programs are effective tools to improve safety performance because they focus on best-practice behaviors, key-performance indicators and results. Properly structured and deployed, the recognition program will communicate standards-of-excellence across a wide variety of safety initiatives and promote the awards - your custom symbols of success.



Complementary Recognition

To increase awareness of particularly high risk times, or to recognize other driver initiatives, many companies also incorporate such programs as Driver of the Year, Good Samaritan, Summer or Winter Campaigns and National Truck Driver Appreciation Week - just to name a few.



Safe Miles Driven

Most Safe Driver Recognition Programs include safe-miles driven tiers. The tiers allow for stepping-stones ensuring early recognition opportunities (tied to performance) and top-performer recognition at more significant milestones. Tiered programs often start at 100,000 miles and build to one and two million miles or more.



Years of Safe Driving

To complement the mileage-based program, or as a stand-alone strategy, safe driver recognition is often structured with years of safe driving as the goal. Depending on the nature of your business, this approach may be more appropriate. Basing your program, or an element of your program, on years makes it easy to create a tiered recognition structure.



Through our national network of independent distributors, E.A. Dion has designed and produced awards & jewelry for hundreds of organizations large and small. Let us know if we can prepare a design for you.