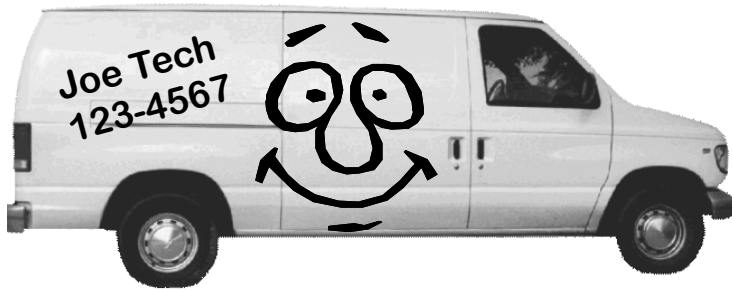


Would You Drive Different If Your Picture Was Plastered On The Side



What if your truck featured your picture, your name, and your phone number? Would that affect your driving? Would you drive a little more courteously? A little closer to the speed limit?

Guess what? Whenever you sit behind the wheel of a company vehicle, *it is* your picture, name, and phone number on the side. When you sit behind the wheel of a company vehicle, *you are* the company. Your every action reflects on the company.

So go out of your way to be a courteous driver. Yield to others. Smile at other drivers. Wave to them if you want. Some will even wave back, wondering how they know you. Try it sometime. It's fun.

And although we value efficiency, driving fast is not efficient. Driving fast doesn't save as much time as you might think.

Traffic signals tend to equalize things by slowing everyone to the same pace. Racing traffic signals, cutting off other motorists, and taking risks behind the wheel does not save much time, at least not enough to be very noticeable.

Remember, most of your trips are fairly short and when driving in town, it's very hard to increase your average speed more than a few miles per hour. A few miles per hour is not going to make a big difference.

Time Saved From Increasing Travel Speed

Travel Distance	Increasing From An Average of 30 MPH To:			
	35 MPH	40 MPH	45 MPH	50 MPH
5 Miles	1 Min, 26 Sec	2 Min, 30 Sec	3 Min, 20 Sec	4 Min
10 Miles	2 Min, 51 Sec	5 Min	6 Min, 40 Sec	8 Min
15 Miles	4 Min, 17 Sec	7 Min, 30 Sec	10 Min	12 Min
20 Miles	5 Min, 43 Sec	10 Min	13 Min, 20 Sec	16 Min

Travel Distance	Increasing From An Average of 45 MPH To:			
	50 MPH	55 MPH	60 MPH	65 MPH
5 Miles	40 Sec	1 Min, 13 Sec	1 Min, 40 Sec	2 Min, 3 Sec
10 Miles	1 Min, 20 Sec	2 Min, 26 Sec	3 Min, 20 Sec	4 Min, 6 Sec
15 Miles	2 Min	3 Min, 38 Sec	5 Min	6 Min, 9 Sec
20 Miles	2 Min, 40 Sec	4 Min, 51 Sec	6 Min, 40 Sec	8 Min, 12 Sec

Fast, aggressive driving *does* increase the odds of getting a ticket or a fender bender. All it takes is one ticket or minor accident to wipe out a year of time savings from aggressive driving. The risk isn't worth it.

Even if you aren't nabbed for speeding and don't get into an accident, aggressive driving still costs. It costs the company. In an instant, you can wipe out years worth of investment building a positive image in the community. Our trucks are decal'd so that people will notice them. When they notice your truck, make sure the impression you leave is a positive one.