



RoadSafety UAE
.COM

Rider Safety for Motorbike Fleets

June 23rd 2020

m'x | TELEMATICS

Today's speakers

efficiency • safety • compliance • security



Thomas Edelmann, Founder & Managing Director, RoadSafetyUAE



William Newman, Regional Corporate Sales Manager, MiX Telematics



Dr. Britta Lang, Chief Specialist, RTA

Webinar agenda

- The latest motorbike safety trends and statistics
- How riders can improve their driving performance and overall safety and how to encourage safe driving practices
- Current telematics and fleet management solutions for Motorbike Fleets
- Real-life results on a Motorbike Fleet in the UAE
- The brand new RTA training for delivery motorbike rider permits



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RIDERS

Aggregators

Customers / Consumers

Fleet Operators

Technology

Governmental Entities / Regulator

Platforms



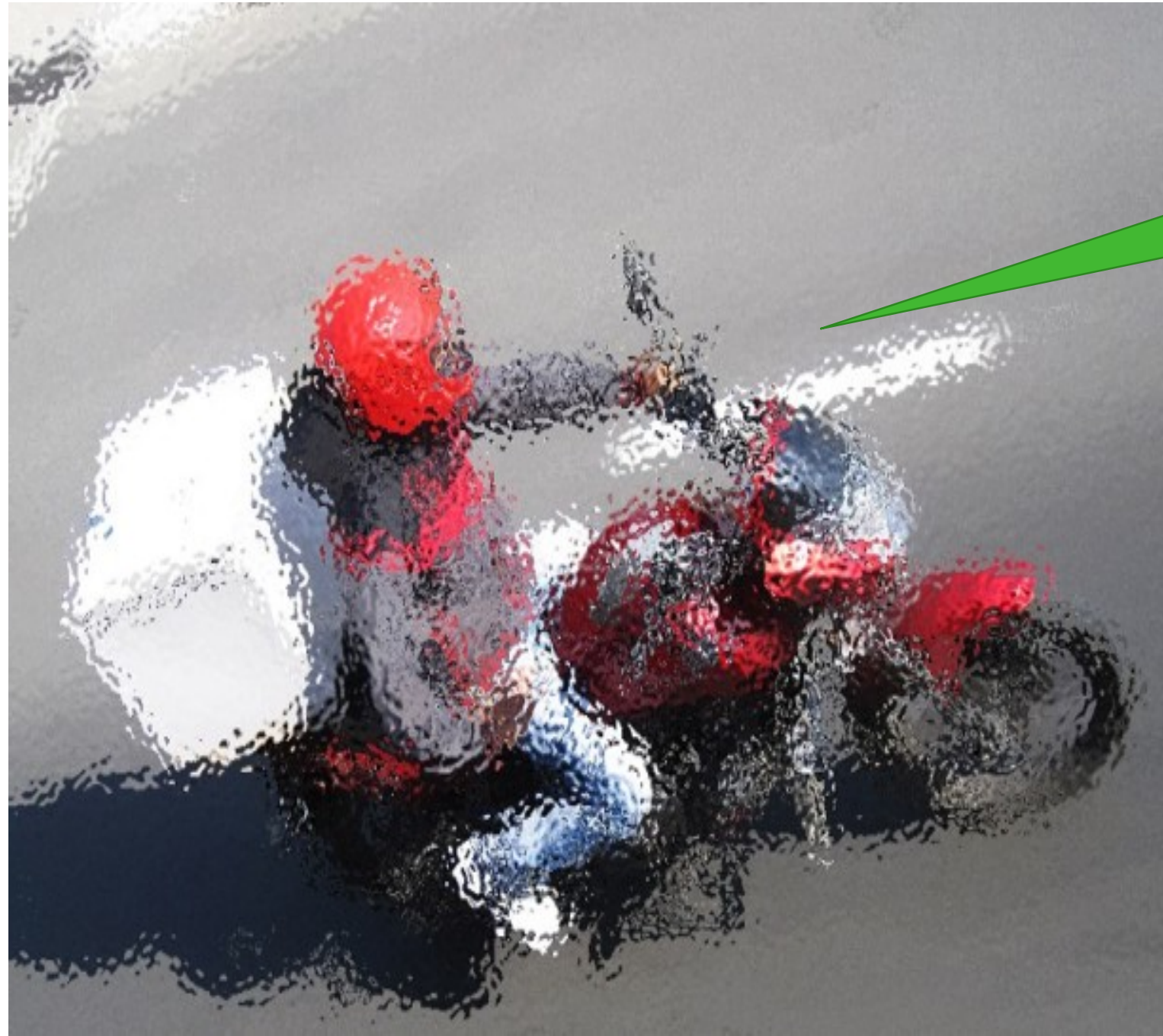
They
tailgate!

...speed!

...meander
tough
lanes!

...drive on
the hard
shoulder!

...seem to
always be in
a hurry!



..and who
listens to
us?



Behavior of
OTHER motorists

OWN behavior

Attitude of CUSTOMERS

EQUIPMENT

TRAINING

	YES	DON'T KNOW	NO
Behavior of other motorists:			
Cars and other vehicles are often INCONSIDERATE to me			
Cars and other vehicles often CUT in front or behind me			
Cars and other vehicles often DON'T OBEY STOP or YIELD SIGNS			
Cars and other vehicles often don't seem to SEE US properly			
Cars and other vehicles often don't INDICATE so it is difficult for me to anticipate their moves			
Cars and other vehicles often TAILGATE me			
Cars and other vehicles often drive TOO CLOSE to me and don't leave me enough space			
Cars and other vehicles are often inconsiderate to me in BAD WEATHER			
Sometimes OTHER MOTORCYCLE delivery riders ride recklessly and endanger me			
What is the most dangerous behavior of other motorists:			
Own Behavior:	YES	DON'T KNOW	NO
I think I am a SAFE DRIVER			
Sometimes I drive AGGRESSIVELY, because my customers expect delivery on time			
I stop for pedestrians at PEDESTRIAN CROSSINGS			
I regularly bypass SPEED BUMPS			
Sometimes I drive on WALK-WAYS or other areas where motorcycles should not drive			
Sometimes I take U-TURNS at non designated spots			
I have been in an ACCIDENT within the last 12 months			
I know exactly what MY COMPANY EXPECTS FROM ME for my safe driving			
I always feel good and WELL RESTED to drive safely			
What is the most dangerous behavior of motorcycle delivery riders:			
Behavior / Attitude of customers:	YES	DON'T KNOW	NO
I think customers expect us to DELIVER ALWAYS ON TIME			
I think customers UNDERSTAND if we are running a bit LATE			
I think customers are CONCERNED about our safety			
What is the biggest concern with regards to customers:			
Equipment:	YES	DON'T KNOW	NO
I am happy with the QUALITY of my bike			
I am happy with the MAINTENANCE of my bike			
I am happy with the PROTECTIVE GEAR			
What can be improved on our equipment:			
Training:	YES	DON'T KNOW	NO
I am happy with the amount of initial training I received when I JOINED my company			
I am happy with the amount of ONGOING training I received			
How can the training be improved:			

Behavior of OTHER motorists

OWN behavior

Attitude of CUSTOMERS

EQUIPMENT

TRAINING

Behavior of
OTHER
motorists



78% ... Cars and other vehicles often **don't INDICATE** so it is difficult for me to anticipate their moves

77% ... Cars and other vehicles often **CUT in front or behind me**

68% ... Cars and other vehicles often **don't seem to SEE US** properly

56% (!) ... Sometimes **OTHER MOTORCYCLE delivery riders** ride recklessly and endanger me



94% ... I know exactly what **MY COMPANY EXPECTS FROM ME** for my safe driving

67% ... Sometimes **I drive AGGRESSIVELY**, because my customers expect delivery on time

19% ... I have been in an **ACCIDENT** within the last 12 months



57% (only!) ... I think customers **UNDERSTAND** if we are running a bit LATE

51% (only!) ... I think customers are **CONCERNED** about our safety



EQUIPMENT



87% ... I am **happy with the QUALITY** of my bike

71% (only?)... I am **happy with the MAINTENANCE** of my bike

69% (only!)... I am **happy with the PROTECTIVE GEAR**



91% ... I am happy with the amount of **INITIAL TRAINING** I received when I JOINED my company

86% ... I am happy with the amount of **ONGOING training** I receive

How can the training be improved (QUALITATIVE feedback):

- **more** involving to practice
- **Hands on training** by senior rider
- Reinforce the procedure **consistently**
- **monthly follow ups** to the rider
- Good training classes as a rider seminar
- by giving some more confidence to riders we can improve their training..
- FOLLOWING RULES
- Need More **Videos**
- more survey
- Conduct More Classes
- TO FOLLOW ALL THE **STADARD PROCEDURE**
- More follow up

TRAINING



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HONDA The Power of Dreams
 Ride Within Your Limits
 Pushing the limits is another major cause of motorcycle accidents. Never ride beyond your personal abilities or faster than conditions warrant.


Al-Futtaim Honda Road Safety Tips

800 HONDA 46632

TOPICS & TIPS

Motorcycle

6 READERS SHARED THEIR COMMENTS



! Motorcycle Fleet Operators: take this survey with your riders to understand their perception and improvement potentials: [Motorcycle Rider Survey FORM for PORTAL](#) ... it would be amazing if you could share the finished survey with us: Thomas@RoadSafetyUAE.com

Motorcycle riders are more vulnerable than drivers of other vehicles, simply because there is less steel around them to protect them. Also, they are more affected by poor street conditions, poor weather conditions and poor light conditions. Also, motorcycle riders might be impacted by centrifugal forces in curves or by gusts of wind more than other drivers.

> How to do it right!

As as motorcycle driver:

- Display a defensive driving style!
- Make sure you always wear your helmet
- Wear proper clothing, including proper fully closed shoes
- Wear proper protecting gloves
- Make sure your bike is properly licensed and registered
- Make sure your motorcycle is maintained perfectly

MORE TOPICS & TIPS

- Electric Vehicles
- Young Drivers
- Vehicle Health Check
- Original Spare Parts

SPARE PARTS

ALL TOPICS & TIPS
 SUGGEST A TOPIC OR TIP

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MORE STORIES

IRF 2017 Global Road Achievement Awards
 Written By RoadSafetyUAE

Survey!

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SEARCH FOR A TOPIC OR STORY Enter search term SEARCH

READ WRITE SUGGEST SUPPORT US WELCOME ROADSAFETYUAE

TOPICS & TIPS

Motorcycle Delivery Safety

ONE READER COMMENTED



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Motorcycle delivery safety is a big concern in the UAE, as each day, thousands of deliverymen across the country cope with life-threatening work-related risks, and the number of deliverymen is growing by the day! The pressures of the job are constant: dangerous encounters with motorists and long hours in return for wages and occasional tips. Then there is the weather – especially in summer, more people are choosing to order in their meals and groceries rather than venture outside.

Good link about the daily experiences of delivery men: <http://gulnews.com/news/uae/society/a-day-in-the-life-of-uae-deliverymen-1.2026918>

Restaurants know that delivering orders quickly is a good way to expand business. Even though some restaurants and shops don't set strict time limits for deliveries, these men know that they have to be quick. This pressure – and the fear of getting scolded by their employers – can make them literally zigzag through traffic, risking their lives and those of others.

Unfortunately, deliverymen have few defenders or advocates for their well-being. According to the data

MORE TOPICS & TIPS

- Summer Driving Tips
- Kids Corner
- Commercial Land Transport Safety
- Around schools and school buses

ALL TOPICS & TIPS
 SUGGEST A TOPIC OR TIP

MORE STORIES

- COVID-19 4x Q's & A's with Top Executives
 Written By RoadSafetyUAE
- Tom Tom – 'Using instant traffic insights in the Middle East' - Webinar
 Written By Wouter Debeyne
- COVID-19 Drop in UAE traffic and other key global cities analyzed
 Written By RoadSafetyUAE
- Teach'em road safety!
 Written By RoadSafetyUAE

ALL STORIES
 SHARE YOUR STORY



RIDERS

Customers / Consumers

Technology

Platforms

Aggregators

Fleet Operators

Governmental
Entities / Regulator

Thank you!

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Telematics for Motorbikes

Trial

Overview

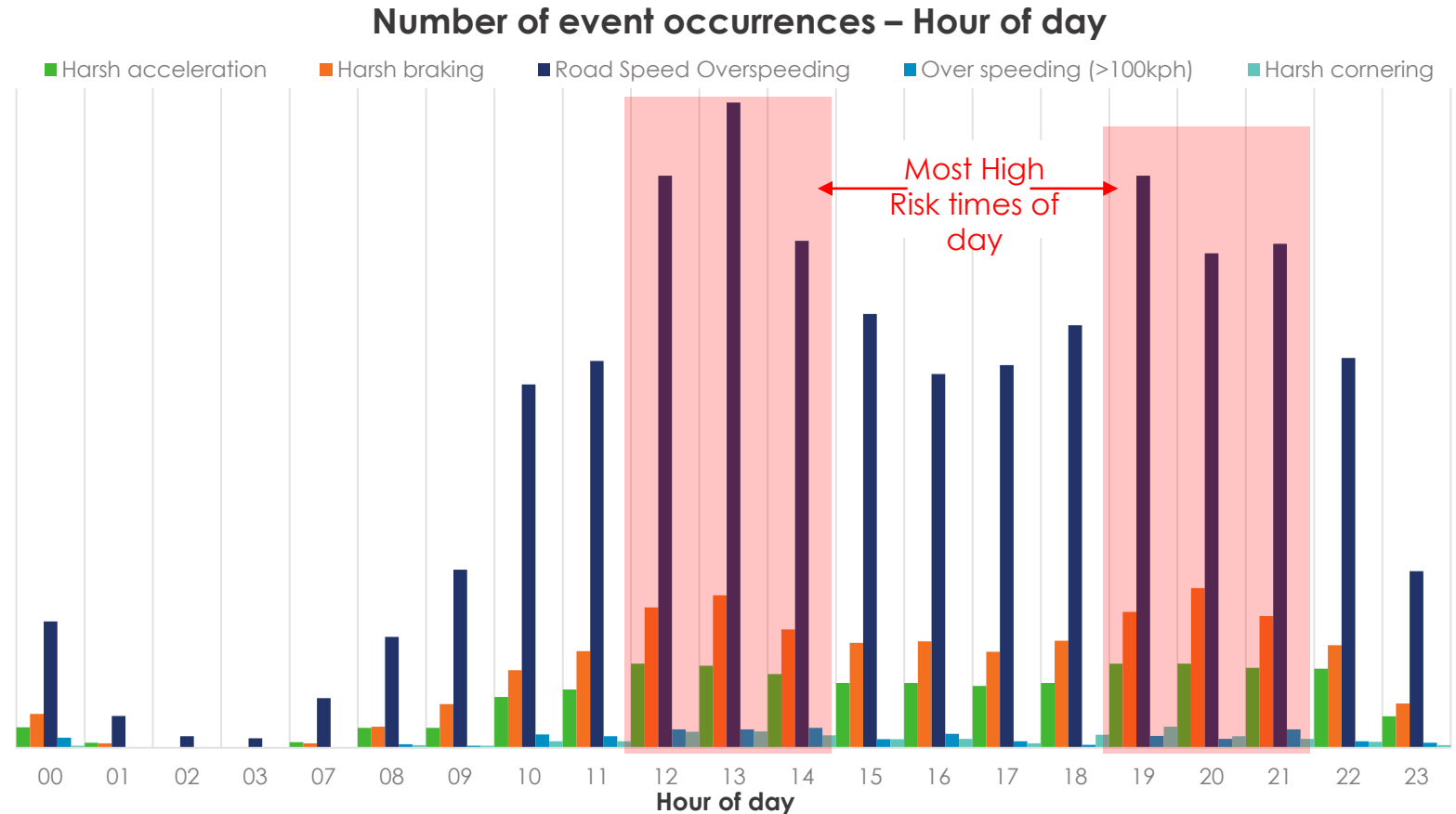
- 7 number of drivers
- 7 number of motorcycles
- Trial 'Blind' period: 11th November – 25th November
- Trial 'Live' period: 25th November – 9th December
- Data captured
 - Road speed
 - Rate of cornering
 - Rate of braking/acceleration
 - Brake pedal depressions
 - Light box state



What the data tells us

Risk Periods

- ✓ 2 distinct High Risk periods
- ✓ Aligned with typical Lunch and Dinner timings
- ✓ Driving activity significantly reduced between midnight and sunrise
- ✓ Road Speed Overspeeding is the largest contributor to event occurrences



What the data tells us

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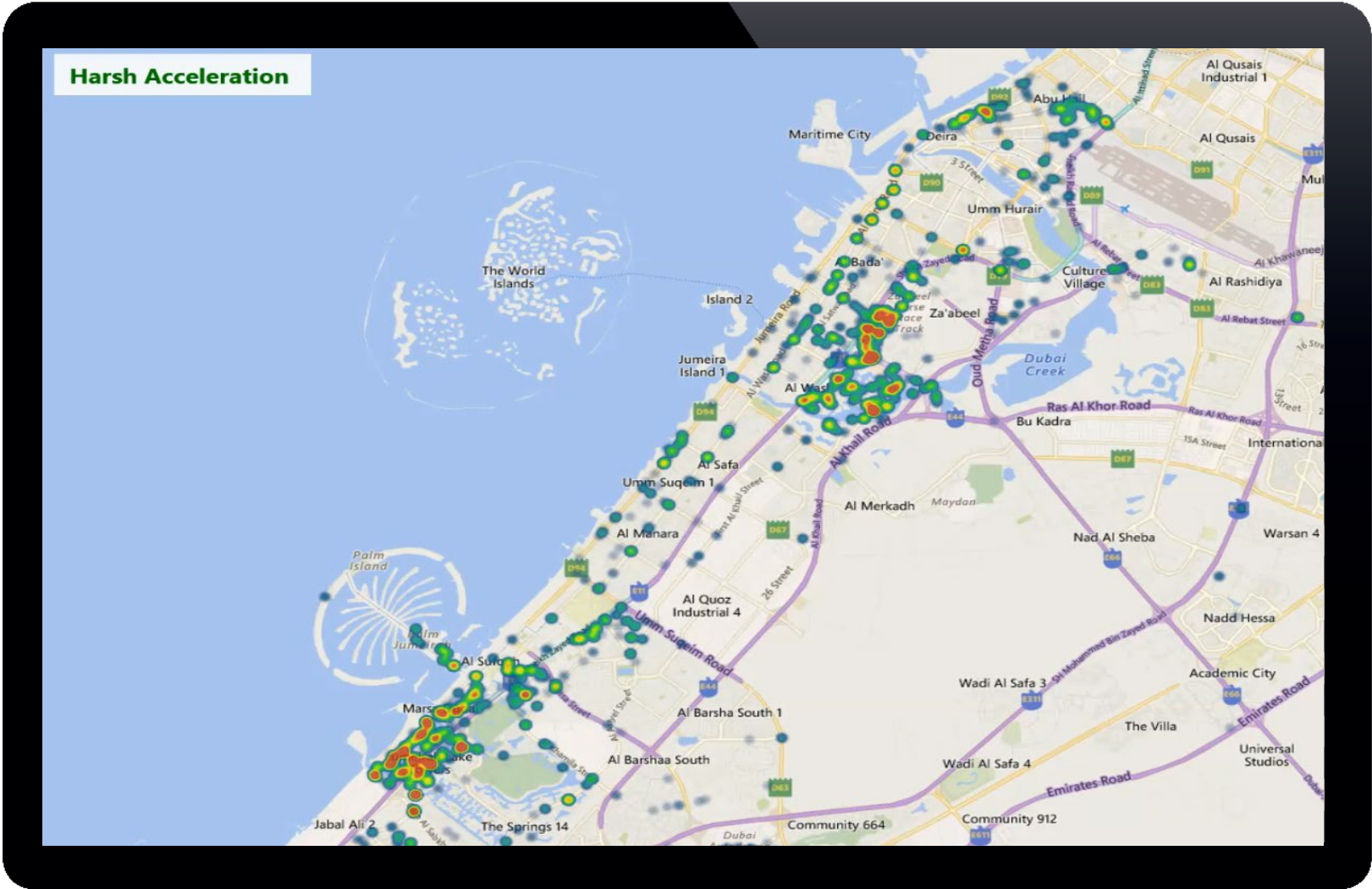
Trip Activity

- Trip activity mirrors driver behavior trends
- Increased number of trips >
- Increased exposure >
- Increased negative events



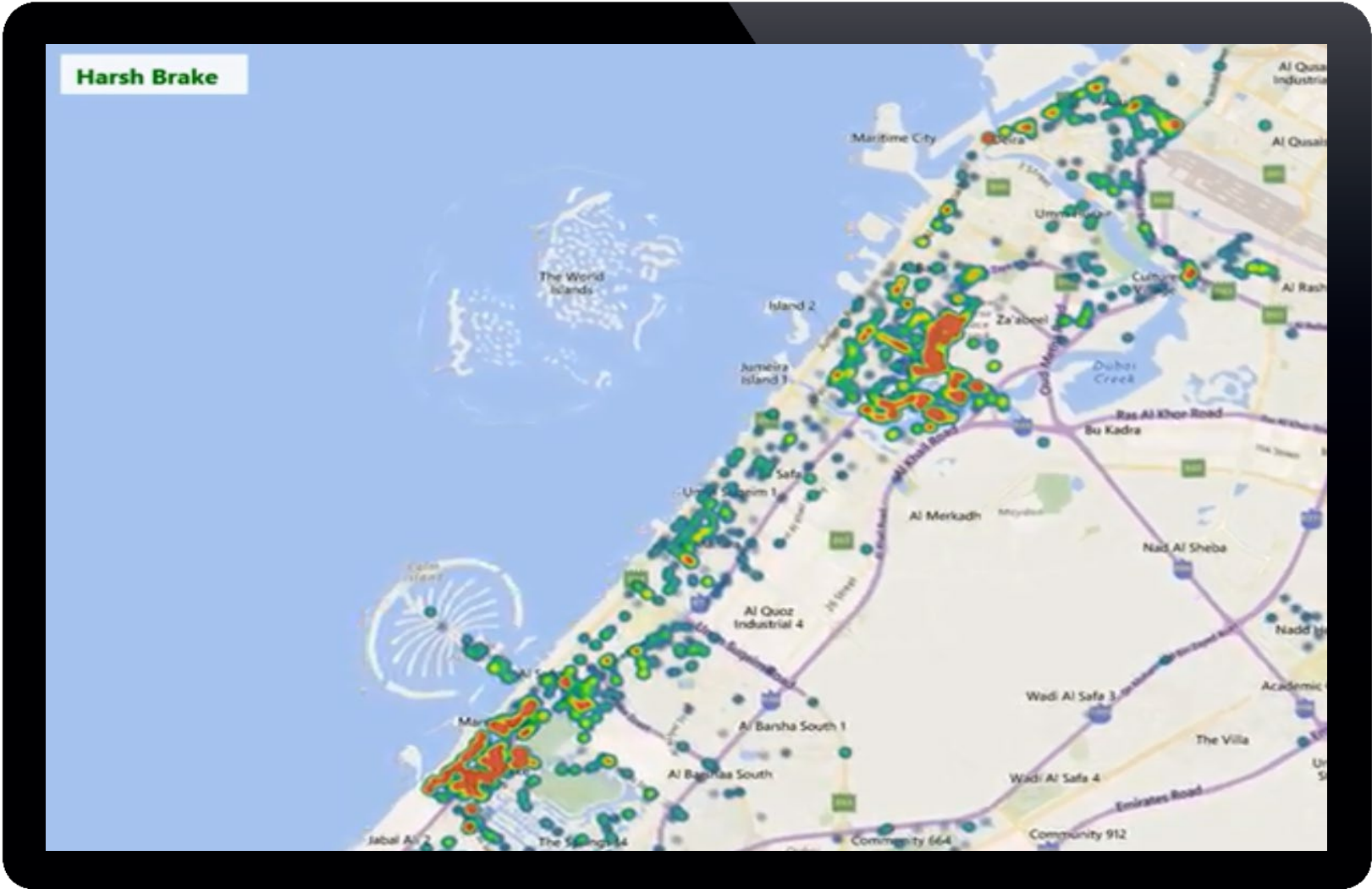
Trial Heatmap

Harsh Acceleration



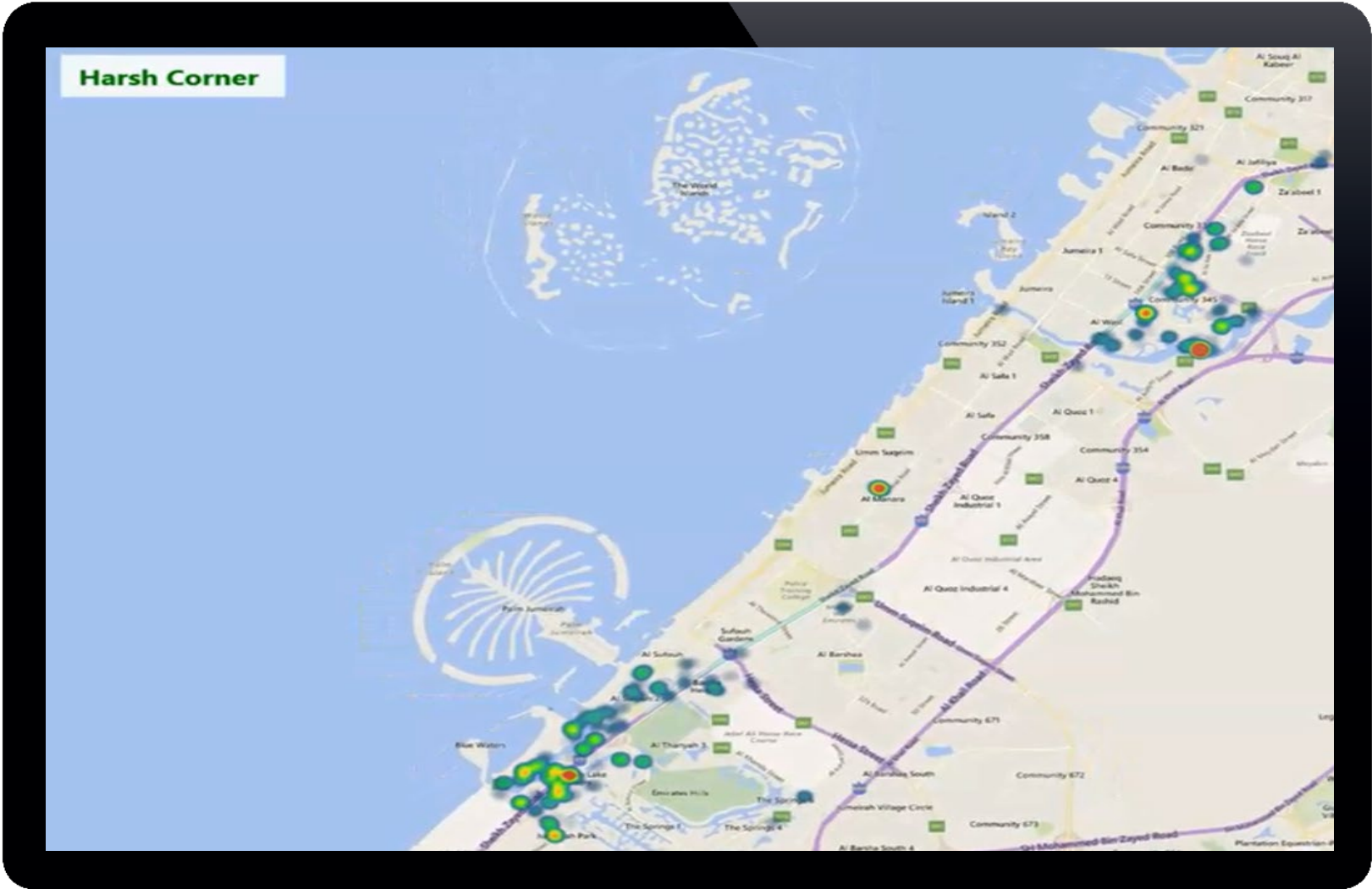
Trial Heatmap

Harsh Braking



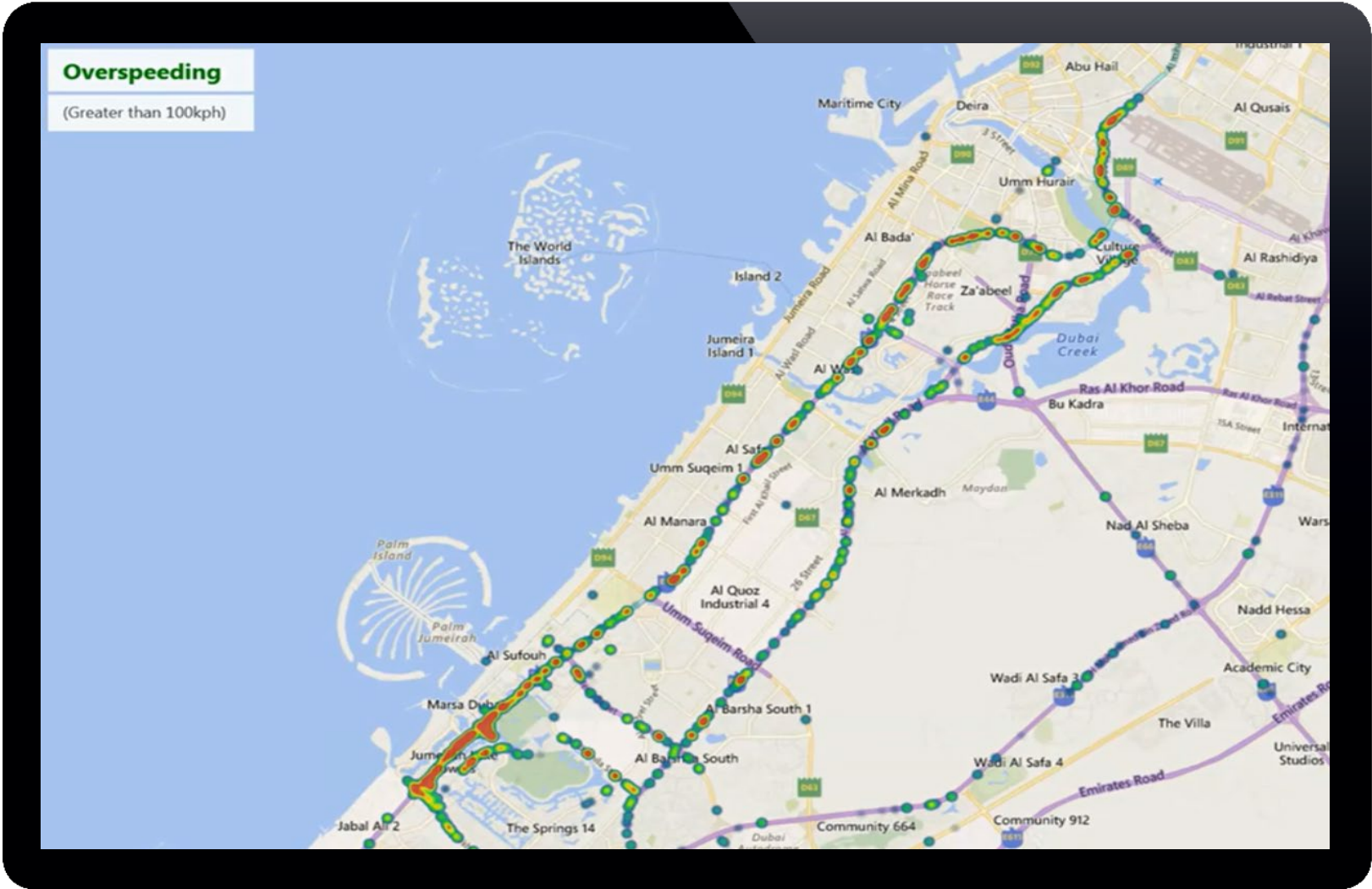
Trial Heatmap

Harsh Cornering



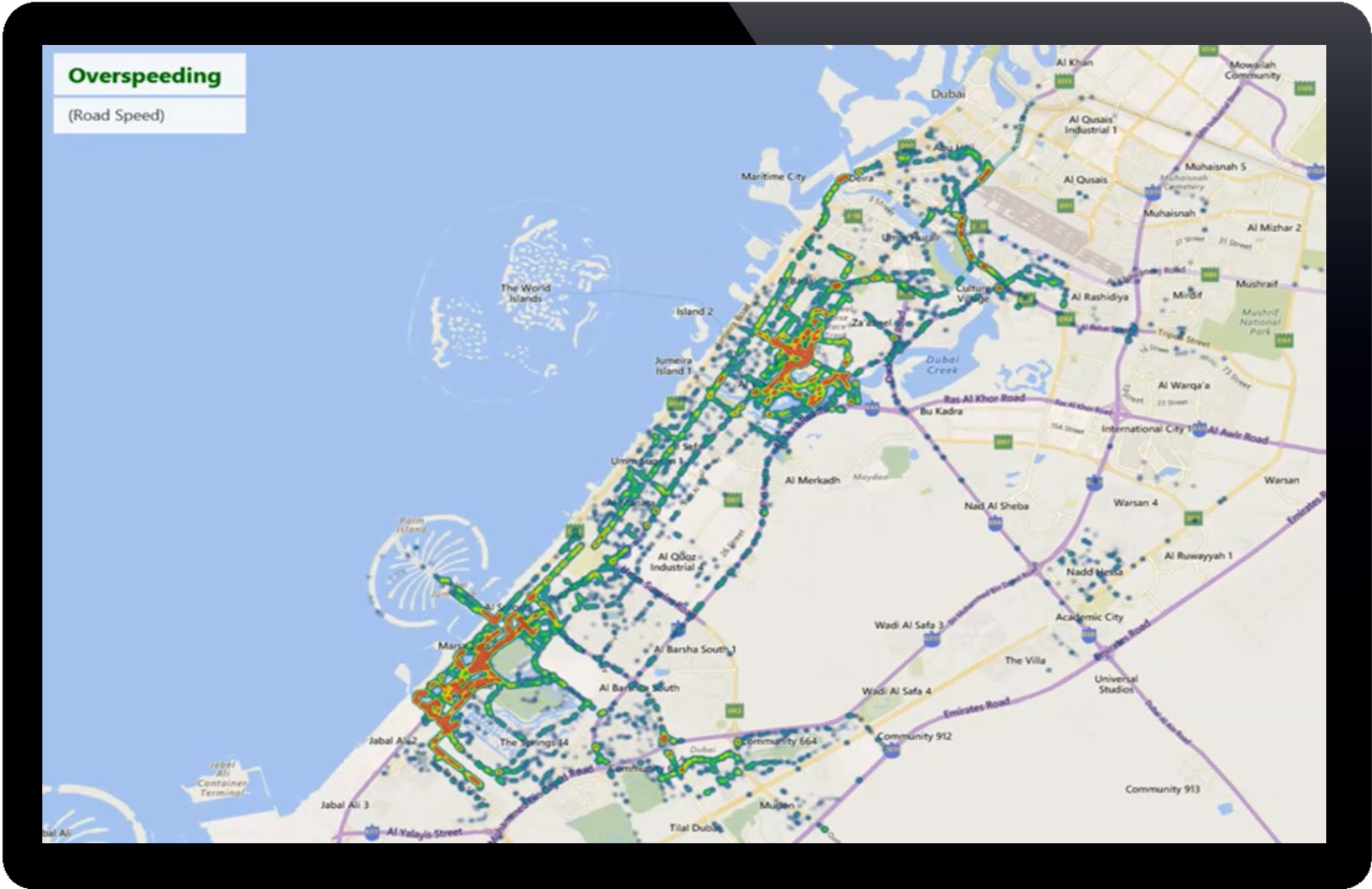
Trial Heatmap

Overspeeding > 100 kph



Trial Heatmap

Road Speed Overspeeding

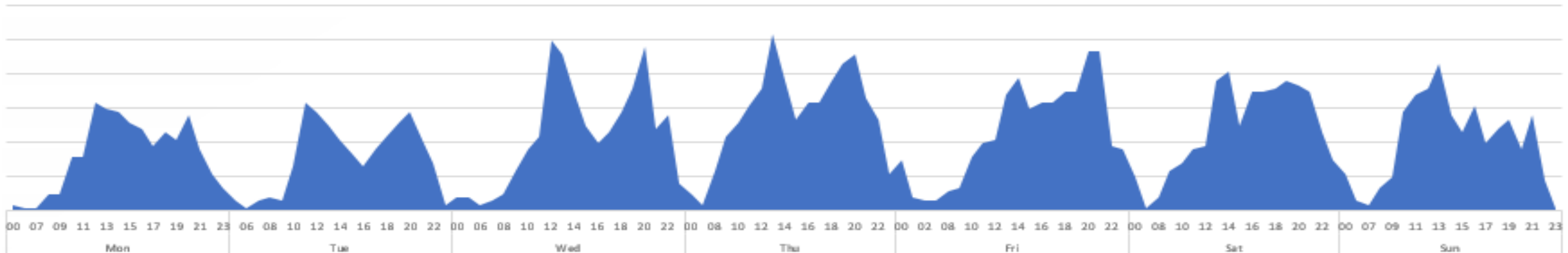


What the data tells us

Trip Demand:

- ✓ Weekend has no significant impact on trip demand
- ✓ 'Busy period' trend continues throughout the week
- ✓ Trip demand shared between multiple riders
 - ❖ meaning that
- ✓ Risk is also shared between multiple riders

Trip demand



Percentage of trips per rider

85414 - Honda Unicorn - 2018

14131 - Honda Unicorn - 2017

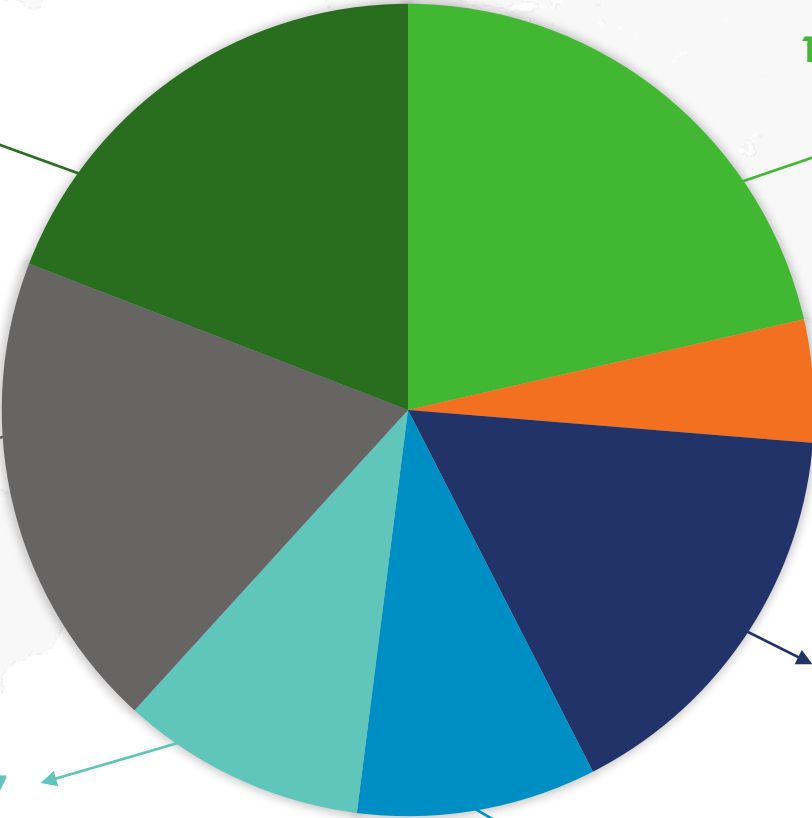
53721 - Honda Unicorn - 2014

77817 - Honda Unicorn - 2018

68983 - Honda Unicorn - 2017

69684 - Honda Unicorn - 2017

69105 - Honda Unicorn - 2016



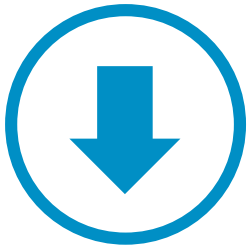
Trial Outcomes

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Event / Violation Occurrences



43% reduction overall



Significant drop in occurrences directly after driver engagement
(17:00 25/11/18)



Drivers become comfortable towards end of trial
Requires **intervention** to re-correct



Trial Outcomes

Individual Performances – Blind vs Live Period

- Significant improvement overall – up to **40% reduction in negative behavior**
 - Harsh Braking showed most consistent improvement
- Largest single improvement was rider ‘M7’ (**69% reduction in +100kph speeding**)

	Harsh acceleration	Harsh Braking	Harsh Cornering	Over speeding (+100kph)	Road Speed Overspeeding	Overall
M1 - Honda Unicorn - 2017	35%	-29%	21%	-23%	-33%	-25%
M2 - Honda Unicorn - 2014	-32%	-18%	57%	18%	-24%	-23%
M3 - Honda Unicorn - 2017	-46%	-11%	-42%	-38%	-44%	-38%
M4 - Honda Unicorn - 2016	-1%	-16%	778%	341%	31%	24%
M5 - Honda Unicorn - 2017	-17%	-16%	1%	61%	-46%	-34%
M6 - Honda Unicorn - 2018	12%	-11%	-66%	884%	-7%	-6%
M7 - Honda Unicorn - 2018	-36%	-17%	37%	-69%	-46%	-40%

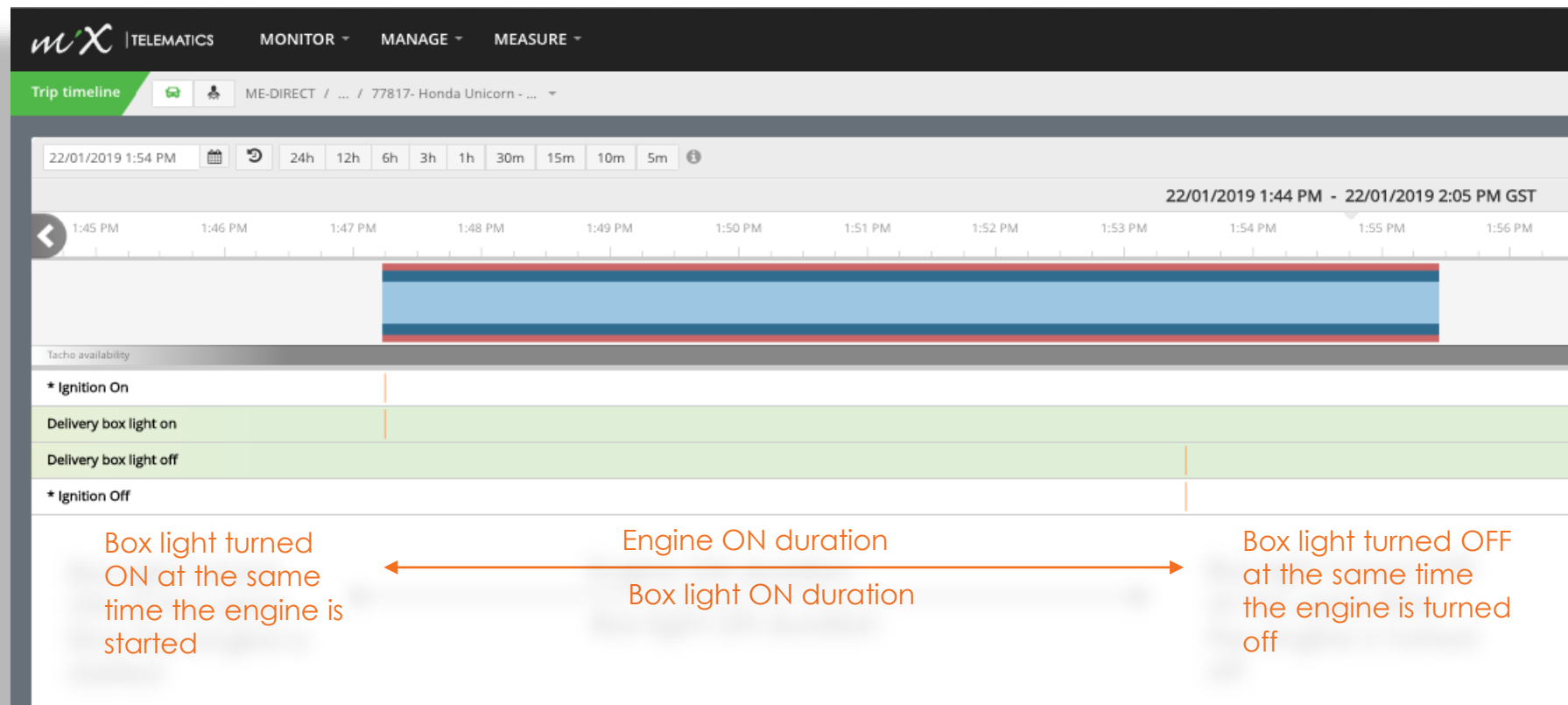
*Data comparisons use number of event occurrences per 100km

MiX Fleet Manager

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Trip Timelines

- **MiX Activity Timeline** – Visual view of trip activities
- Excellent for post trip analysis, or incident replay/reconstruction



MiX Fleet Manager

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Tracking / Trip Replay



MiX Tracking – Map view of trip activities



Excellent for post trip analysis, or incident replay/reconstruction

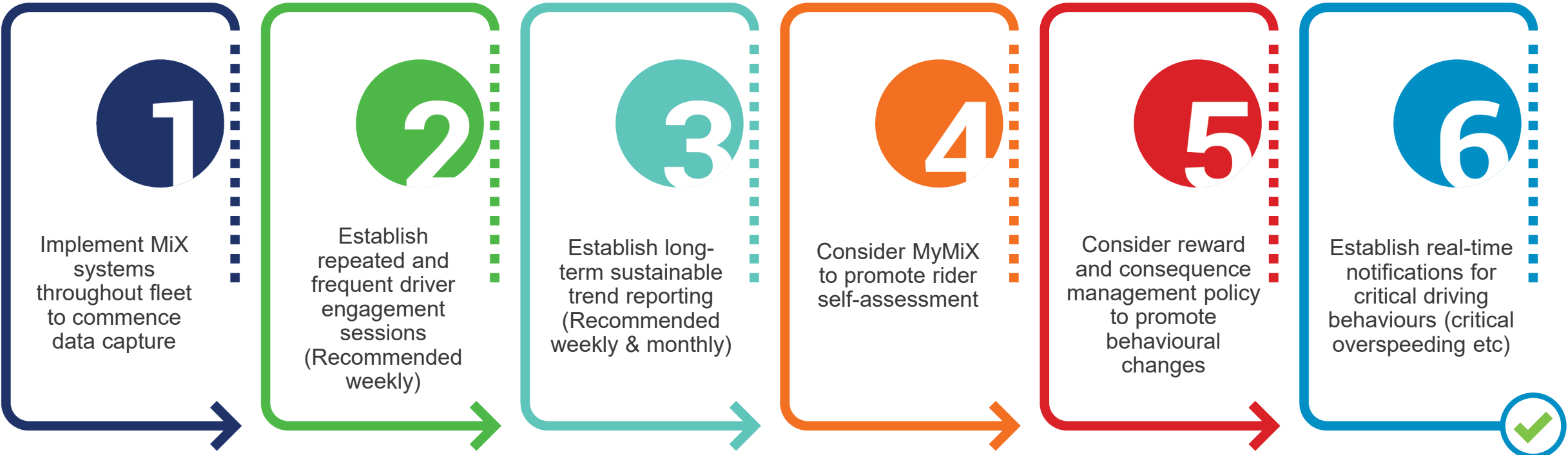


Event co-ordinates plotted for location review



Trial Outcomes

Pathway to Success





Telematics for Motorbikes

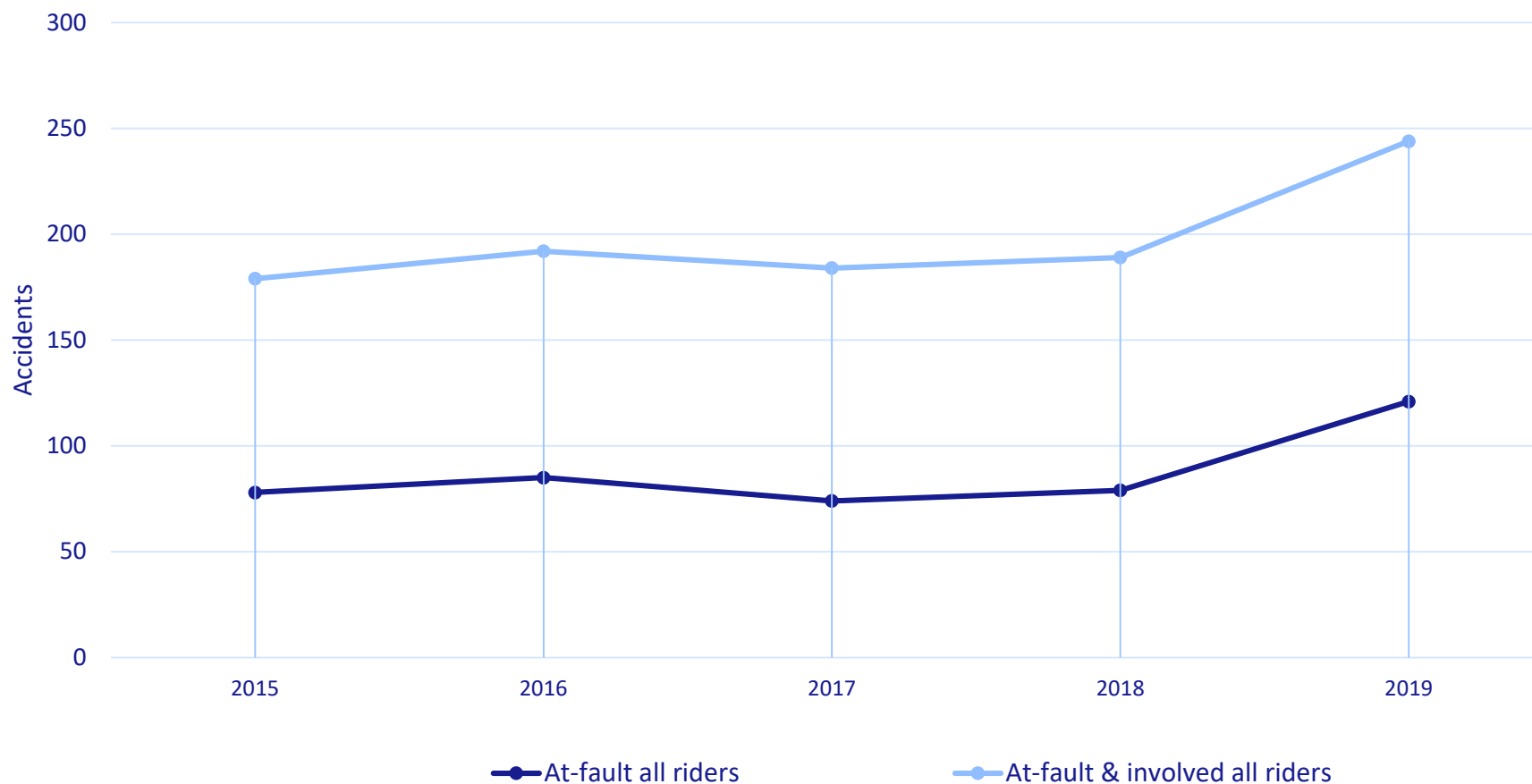
Thank You

Plans for additional delivery rider training

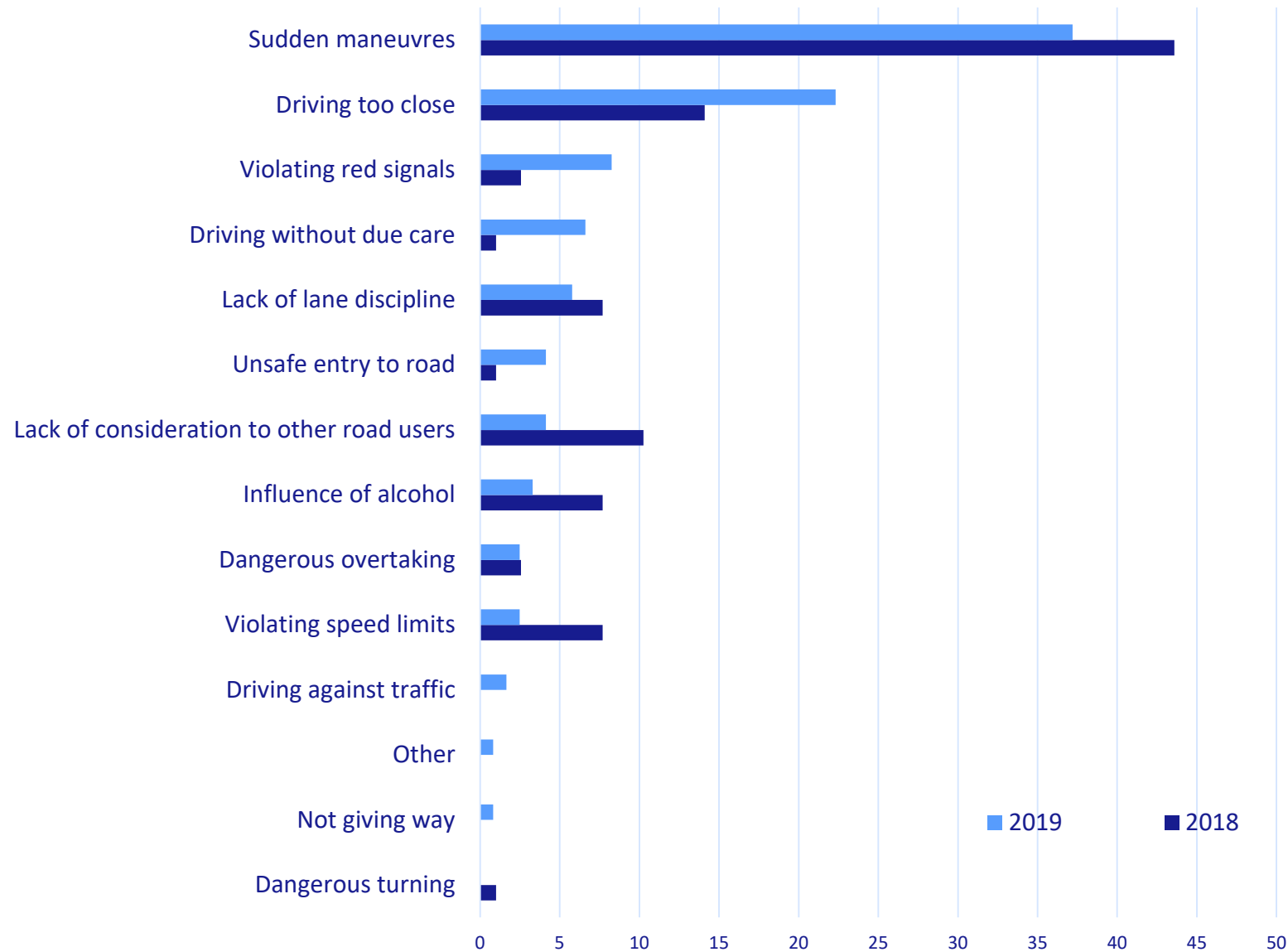
Dr Britta Lang, Chief Specialist, Driver Licensing Department

23rd June 2020, Rider Safety for Motorbike Fleets Webinar

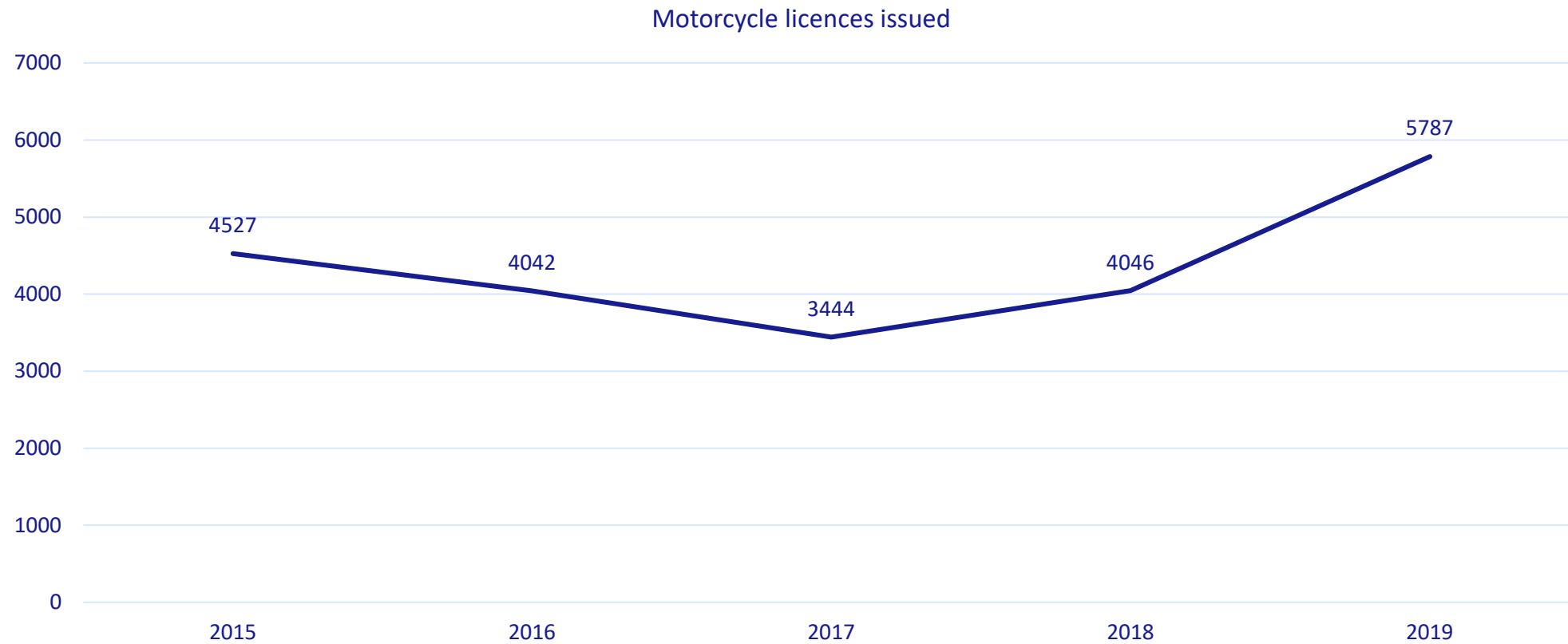
Motorbike collision in Dubai are on the increase



At-fault collision causes



Demand for motorcycle licences is rising



RTA actions

In response to the growing motorcycle delivery market & increasing numbers of motorcycle collisions in Dubai RTA considers the introduction of additional training for holders of motorcycle licences who want to work in Dubai as delivery riders



Course content outline

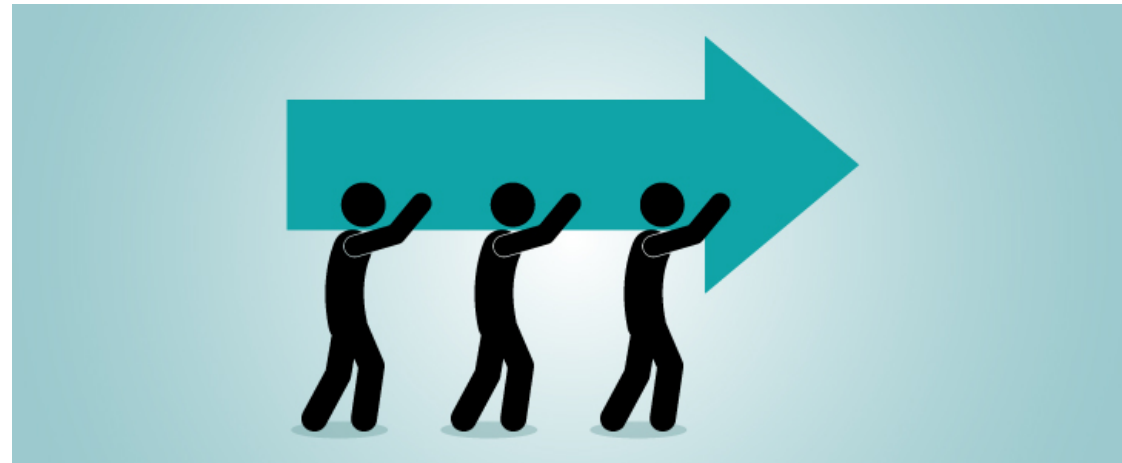
- Delivery riding & elements of a safe delivery
- The Rider
- The Bike
- Traffic Rules & Regulations
- Safe Riding in Traffic
- Weather conditions
- Causes of typical motorcycle accidents
- How to deal with Accidents & Emergency Vehicles
- Delivery items care/handling procedures
- Customer Service
- Assessment test

Course length & delivery mode are currently under discussion

Working towards a common goal

Delivery riders make an important contribution to Dubai's economy & happiness of its people.

At RTA we are keen to work in partnership with stakeholders, the industry & other government agencies to ensure their safety on our roads.



For discussion

- What training do you currently provide to your riders?
- What steps do you take to ensure the safety of the riders working for you?
- How is time pressure on riders currently mitigated?
- What other concerns do you have regarding the safety of delivery riders?



Thank you!

In Summary

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Holistic approach will deliver best results

BENEFITS AND LEARNINGS

from telematics



15 minute engagement session on telematics delivered

43% improvement in rider performance

Predictive to real time delivery

Improved business efficiencies and resource allocation

RTA training plan to further **reduce risk** on roads

Road Safety UAE approach to continuous **improvements** and **collaboration** from all stakeholders

Data + Training + Collaboration = Winning Results



**Any
Questions?**