Digi Wants to Help Truck & Bus Drivers Get Safer with Telematics

dsf.my/2019/08/digi-road-safety-programme-2019
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Automotive

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Digi have launched their very own safety programme aimed at using telematics data to help commercial drivers become better, safer drivers. It's called 'Digi Road Safety Programme 2019' and it's being supported by government agencies such as the Road Safety Department (JKJR), MIROS and even the Ministry of Transport itself.

Here are some of the programme's initiatives:

- Start with the RM10 million iFleet Transformation Fund where 1,000 SMEs will receive up to RM10,000 each in discounts to kickstart their road safety journey by transforming their fleet with GPS Tracking, Wi-Fi and Video capabilities.
- Train with defensive driving professionals where drivers are equipped with a variety of techniques to prevent road crashes, and will each receive an official certificate of completion. Participating SMEs are entitled to a 15% discount off all training workshops, which are also 100% HRDF claimable.
- Sustain safe driving culture with driver rewards where the 10 safest drivers from each qualifying SME will be rewarded with Digi prizes for their excellent driving behaviour, based on their iFleet driving scores for the month.

Digi have been pushing further into the automotive industry, with [motor insurance](#) being another realm they recently dived into.

More from the Digi themselves.

PRESS RELEASE

The Malaysia Transport Statistics 2017 revealed an average of 2,034,893 daily traffic recorded in Peninsular Malaysia, and an average 154,015 in East Malaysia. In the same year, the Royal Malaysian Police reported 802,523 motor vehicles involved in road crashes. Also, Malaysian Institute of Road Safety Research (MIROS) highlighted that human error contributed to 80% of the crashes in 2017 citing risky driving, speeding and fatigue as concerns.

Vehicle telematics is the technology of sending, receiving and storing information of vehicles and drivers, using devices connected to the internet. This technology can be used to improve road safety

by monitoring driver behaviour, collecting vehicle data such as location, speed, acceleration, braking and cornering. This data then helps commercial vehicle owners and drivers make more informed decisions to improve vehicle safety on the road, which is a key component of Digi's Road Safety Programme 2019.

Digi's Road Safety Programme is powered by iFleet, the company's fleet management solution which provides real-time vehicle and driver behaviour information. The Programme is open to all SMEs, and
will run from now until 31 December 2019.

To participate in Digi's Road Safety Programme, visit digi.my/road safety.