

## **Assured Telematics (ATI) and Interactive Driving Systems Create Telematics-based Safety Solution**

April 4th, 2012 – **Assured Telematics (ATI)**, a leading provider of telematics solutions, and Interactive Driving Systems (IDS), a global provider of fleet risk management solutions, have teamed up to create a behavior telematics-based solution for Managers committed to creating a crash free culture..

**Called Virtual Risk Manager: COACH®** (VRM: COACH), the solution integrates **the Geotab GO5** on-road performance data with existing collision, incident, RoadRISK® and license check data universes secured on Virtual Risk Manager. VRM: COACH analyses the telematics and incident data then allows clients to target their most at-risk drivers with a virtual driving instructor (Geotab GO5) to address identified behaviors and risk exposures.

VRM: COACH utilizes the Geotab GO5 ‘plug and play’ telematics device integrated with IDS’s award winning Virtual Risk Manager platform with custom real time road safety performance reporting provided by ATI. VRM Coach provides an end-to-end management solution for EHS, Fleet, Insurance and Risk Managers to better manage safety, compliance, and liability risk exposures.

Frank Pellitta, President of ATI said, “VRM COACH is a unique combination of behavior-based telematics data and a proven safety management system working together to change behaviors, save lives, stop driving related injuries and reduce insurance and liability costs. This exciting new solution provides clients with the missing pieces of the telematics and safety puzzle they have been searching for over the last few years.”

Ed Dubens, President of Interactive Driving Systems said, “VRM COACH is the next leg of the journey for clients wishing to create a crash free culture. Geotab’s GO5 unit provides feedback to the driver on behaviors that need work, while they are driving through a non-visually distracting audible alarm – hard braking, acceleration and steering as well as idling and seatbelt usage (vehicle dependent). The real time performance data is then combined in Virtual Risk Manager with a driver’s incident, collision and license check data to create a unique understanding of how to help drivers make sure they return home to their families and communities each night after a hard day at work.”

VRM Coach is being shown at NAFA 2012 in St. Louis [www.nafaexpo.org](http://www.nafaexpo.org) in booth #609 as well as Insurance Telematics USA <http://www.telematicsupdate.com/insurance-telematics/>

### **About Assured Telematics**

Assured Telematics is the leading independent provider of safety based Telematics to the Commercial Fleet industry as well as to the Insurance Industry for Commercial Insurance Telematics Programs.

### **About IDS**

Our mission is to help our clients across the world develop a holistic approach to their fleet risk management strategy that ensures a continuous cycle of activity that saves lives, exceeds global compliance standards, builds brand value and minimizes safety, insurance and liability exposures.

For information, contact:

Frank Pellitta

Assured Telematics

617-470-3530

[fpellitta@assuredtelematics.com](mailto:fpellitta@assuredtelematics.com)

Paul Sudell

Interactive Driving Systems 609-465-4001

[Paul.sudell@virtualriskmanager.net](mailto:Paul.sudell@virtualriskmanager.net)