Mobileye — An Intel Company

Yoshida Taxi Lowers Collision Rates by 85%

Immediate Benefit – 85% Drop in Collisions and Dramatically Improved Driving Habits

While many developed nations are suffering from an aging workforce, in Japan the problem is especially acute. In 2014, more than 25% of the population was older than 65 and by 2060 this figure is expected to reach 40%. This has forced Japanese companies to try and retain workers for as long as possible.

For Yoshida Taxi, whose drivers are 63 years old on average, this means protecting their drivers' safety and maintaining driver satisfaction. In addition, as a local company, Yoshida has deep ties with the community and is committed to being an outstanding corporate citizen. But things seem to be headed in the opposite directions with 14 collisions, including one serious crash, in one year, posing a danger to their drivers, customers and the general public.

85% drop in collisions

87% improvement in driver behavior

10% insurance discount increase

Zero front-end collisions

In order to turn things around, Yoshida decided to install Mobileye's collision avoidance system in their taxi fleet. Combining Mobileye's alerts with their telematics system allowed Yoshida to analyze the habits of each driver. With this hard data the company could support and train drivers who had fallen into bad habits as well reward good driver behavior. At the same time, Mobileye's real-time alerts were protecting the drivers and their passengers on the road.

ヨシダ交通株式会社
Yoshida Taxi

Client
Yoshida Taxi,
Toyohashi City, Japan

Industry
Transport

Challenge
Increasing driver & passenger safety while retaining their workforce

Solution
Installation of Mobileye collision avoidance systems accompanied by robust driver training

Outcome
85% drop in collisions[1], lower insurance costs, significantly improved driving habits and increased driver satisfaction

"It was worth the investment because the number of accidents decreased and as a result insurance premiums decreased. In addition we would like to differentiate (ourselves) from other companies by (having) a safety device in all cars."

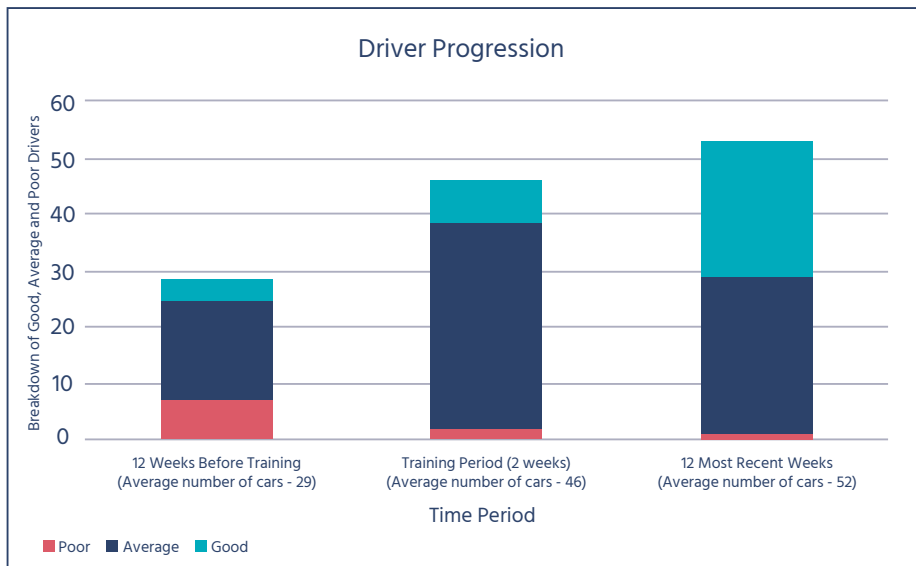**-Keisuke Hotta, Managing Director Yoshida**

According to Yoshida, the results were outstanding – collisions dropped from 14 per year to 2 (two) per year once the Mobileye was installed – an 85% drop -with front-end collisions going down to zero. This allowed their insurance carrier to give Yoshida a 39% discount on insurance as opposed to the previous 29% discount – a 10% increase in their insurance discount.

Drivers, at first hesitant to adjust to the system, learned to appreciate the increased safety. Those drivers singled out for extra training due to poor habits knew this was based on solid figures - not guesswork.

By analyzing Mobileye alerts combined with data from the telematics system, drivers were scored both before and after Mobileye was activated. As drivers were trained and became accustomed to Mobileye, Yoshida reported that their scores improved from an average of 40 to 75. This an 87% improvement.

Yoshida further reported that Mobileye warnings presented via telematics showed that there were over 10,000 recorded instances of company taxis following the vehicle ahead of them too closely - giving themselves less than two seconds stopping time. After training and becoming accustomed to Mobileye, the data shows less than a thousand of such incidents – a 90% improvement.

Driver Progression

Breakdown of Good, Average and Poor Drivers

Time Period	

- 12 Weeks Before Training (Average number of cars - 29)
- Training Period (2 weeks) (Average number of cars - 46)
- 12 Most Recent Weeks (Average number of cars - 52)

Legend: ■ Poor ■ Average ■ Good

"*I am very happy to see that the number of collisions has dropped dramatically in three years.*"

**-Keisuke Hotta,
Managing Director Yoshida**

Driving habits are often unseen data, only becoming available to fleet managers when accidents occur. Being able to provide this early gave management the chance to improve driving behavior, support their drivers, lower costs and improve corporate image. Another side benefit was less stress in the workplace, with Yoshida reporting that older drivers felt comfortable continuing to work.

After installing Mobileye, drivers were classified by their driving scores as either poor, average or good. This chart reflects the number of drivers in each category before they were trained, during training and most recent figures post training. The chart shows a significant increase in the number of Good drivers.

1. Includes collisions of all types
2. http://www.hrinasia.com/general/rapidly-ageing-workforce-a-perennial-concern-in-japan/
3. Starting 2016
4. Includes collisions of all types

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