

CASE STUDY

# P&B Drives Down Rear-end Collision Rates with Mobileye

Immediate Benefit - Dramatic Drop in Rear-end Collisions, Enthusiastic Adoption by Drivers

P&B Transport is a transportation and logistics company, driving in both the US and Canada. They provide next-day delivery throughout the Northeastern US and as far south as Virginia. Their routes take them through very congested areas where the risk of collision is high. Add to this the extra time-pressure of next-day deliveries and it's a recipe for potential rear-end crashes in particular.

By coincidence, when company Vice-President and Founder, Jimmy Pardo rented a car on a personal trip, it came equipped with Mobileye and the collision avoidance system helped him prevent what could have been a serious collision. According to Pardo, this experience led him to think that Mobileye might be a solution to his fleet's collision issues. A short while later the fleet began installing Mobileye's collision avoidance system in their vehicles.

"Being a transport company that travels into some of the heaviest traffic areas in the Northeastern United states, Mobileye has helped us to reduce incidents on the road and maintain a high safety rating with our insurance."

**Jimmy Pardo**, Vice-President and Founder, P&B Transport



## CLIENT

P&B Transport, Canada and Northeast US



## INDUSTRY

Transportation and Logistics

## CHALLENGE

Specializing in deliveries throughout the crowded Northeastern US, P&B drivers are faced with difficult traffic conditions

## SOLUTION

After personal experience with Mobileye, P&B's Vice-President and Founder decided to try it out on several of the fleet's trucks

## OUTCOME

A dramatic drop in the number of rear-end collisions led the company to expand the program to additional vehicles and increased driver adoption

According to P&B, within a week, the company noticed their drivers improved driving habits. Collision rates went way down, with rear-end collisions almost completely eliminated. Additionally, P&B says that drivers, who at first were hesitant about the new collision avoidance system, quickly began to appreciate the benefits of having an extra pair of eyes looking out for them. One driver even wanted to put off receiving a new vehicle until Mobileye could be installed!

Based on the company's stats, since installing Mobileye, collision rates dropped 80% and as a result the company's insurance rating has improved to AAA, which hopefully will lead to lower premiums in the future. P&B's insurer has been quite supportive of the program according to Pardo, who also believes, "we avoided significant increases due to the added safety features installed in all of our highway trucks."

For transport companies, time really is money. Aside from safety considerations, collisions can put a serious dent not only into vehicles but into your schedule. Using Mobileye's collision avoidance can not only keep your drivers safe, but also help keep them on time. And for a company like P&B Transport, saving time, decreasing costs and increasing safety means a more efficient, and profitable, fleet.



"From drivers initially being hesitant to drive with Mobileye in their trucks we now have drivers insisting on having it installed as they see the benefits and appreciate having it as an added safety tool in their trucks."

**Jimmy Pardo**, Vice-President and Founder, P&B Transport