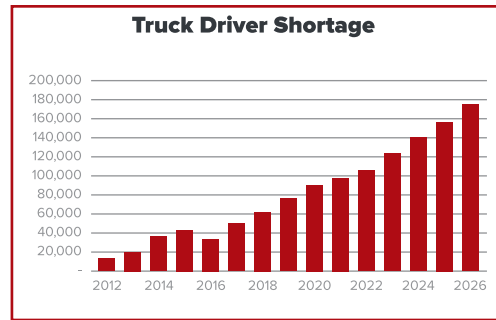




**Are you maintaining the driver team that your company needs?
Are you ready to replace the influx of drivers retiring over the next five years?**



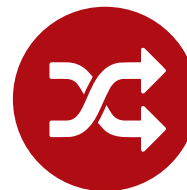
THE DRIVER SHORTFALL WAS EXPECTED TO REACH THE **HIGHEST LEVEL ON RECORD BY END OF 2017**

IF CURRENT TRENDS HOLD, THE SHORTAGE COULD SWELL TO **OVER 174,000 BY 2026 (ATA)**

The issues at the heart of the driver shortage include:



Gender Stereotypes
Women are about 1/2 the US workforce, but only 6% of commercial truck drivers.



Drastic Lifestyle Change
New truck drivers often only go home a few times a month, which holds less appeal for younger generations.



Health
Fast food and gas station snacks + the sedentary life of a driver can lead to diabetes, high blood pressure, and digestive issues.

The ATA reports that common responses to the driver shortage include:



How Can You Maintain Profitability In Spite of the Driver Shortage?

Today's fleet operators use telematics to:

- Optimize routes and manage detention
- Reduce overtime
- Drive productivity

What Features Do You Need in Your GPS System to Protect Profitability and Drivers?

Beyond just tracking vehicles' movements, the best telematics systems are easy for drivers to use and offer features such as:

- Ability to pro-actively manage driver behaviors, such as excessive idling and speeding, that impact fuel consumption.
- Effective driver performance program to help you improve driver safety, decreasing speeding tickets, lowering insurance premiums, and reducing accidents.
- Ability to improve routing and manage detention for maximum ROI and increased driver satisfaction.
- Automated maintenance process that helps you prioritize repairs based on active diagnostic faults and other engine-derived information.
- And more

Want to know more about how GPS can help you maintain profitability and increase driver retention? Contact FleetLocate today for more information: Spireon.com - 800.557.1449

Sources

<http://Itxsolutions.com/truck-driver-shortage-causes-problems-solutions/>
<http://progressive2.acs.playstream.com/truckline/progressive/ATAs%20Driver%20Shortage%20Report%202017.pdf>