

# Prostyle Driving Series 10-4 Defense<sup>®</sup>

Prostyle Driving Series 10-4 Defense is a multimedia driver training system that helps companies establish a safety culture for their vehicles. 10-4 Defense illustrates why drivers' typical reaction times and information processing capabilities may not be adequate for the driving task and introduces skills and techniques to help overcome these limitations.

## Your challenge

Studies show that 90% of all accidents are caused by driver error.\* These errors can be an emotional and financial drain on any business. What's more, the direct costs – for property damage, medical bills and liability – are often eclipsed by indirect costs involving lost business, driver downtime and the time it takes the organization's management to deal with the problem. Whether you use heavy trucks, pickups or cars as part of your business, you need to have a way to communicate with drivers about how you want them to drive.

## Our solution

Targeting the needs of drivers at all experience levels, the 10-4 Defense program provides lasting and motivating positive practices designed to teach vehicle operators to drive in a safe manner, including:

- Effective solutions for common defensive driving errors
- Practical reinforcement techniques to help your drivers recognize hazards and respond in time
- Techniques for detecting and correcting poor driving habits

10-4 Defense is available in a commercial version for drivers of tractor-trailers and other large trucks and a "business vehicle" version for those operating smaller vehicles. With its modular format, the program is suitable for use in safety meetings, individual training or for take-home coursework. Materials provided in the training kit include instructor notes, classroom presentations and video demonstrations. Additional versions of these programs can be purchased in a web-based format for online training.

The 10-4 Defense – Business Vehicle materials are available in both English and Spanish. The 10-4 Defense – Commercial version is available in English only.

**To learn more about Prostyle Driving Series 10-4 Defense, please contact your risk engineering account coordinator.**

\* National Highway Traffic Safety Administration, "Remarks by David Strickland, Administrator" to the House of Sweden, Washington D.C., 2012

## Zurich

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