

Effective, multimedia driver training

## Prostyle Driving Series 10-4 Defense™ for Business Vehicle Drivers

For business vehicle drivers, safe driving is a matter of occupational safety. For fleet owners, it's a matter of business reputation and profitability.


Studies show that more than two-thirds of all accidents are caused by driver error. These all-too-human mistakes are 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.

To help you establish a safety culture for your fleet, Zurich offers the Zurich Prostyle Driving Series 10-4 Defense, an effective, multimedia driver training system that brings proven solutions to real-world situations. Developed by Zurich's risk engineering transportation specialists, the 10-4 Defense is a powerful and informative defensive driving program that teaches the psychological and tactical aspects of safe driving.

The program includes:

- 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

With its modular format, the 10-4 Defense driving course is suitable for safety meeting sessions, individualized training or as the basis for take-home material. The training kit includes instructor notes, a CD-ROM containing classroom presentation material and a video.



Take the next step in  
fleet safety motivation.  
Take a look at the  
10-4 Defense.



10-4 Defense targets the needs of business vehicle drivers on America's roadways and captures the attention of drivers at all levels of experience. The program, which provides lasting and motivating positive practices, is available in English and Spanish language versions.

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Risk Engineering



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