

The World's Largest Brewer Takes on Collision Avoidance in Latin America

Mobileye® Customer Profile



SAB Miller – now AB Inbev – has had a presence in Latin America for over a decade, and has operations in seven countries. The entire fleet drives over 3 million kilometers a month, and makes 4.8 million deliveries every year.

When they decided to take on accident prevention, they connected with Orlando Velez Naar, General Manager of INVEA – official Mobileye distributor in Colombia. They decided to start with a test case: Transportes TEV in Colombia installed 180 Mobileye units. They **reported a reduction in collisions of 70%.** This led to the decision to install Mobileye in the entire Latin American fleet of 1,200 vehicles.

Carlos Cucalon, Regional Manager for Latin America at said of the project:

“**Mobileye can be described as a cost reduction tool, as it prevents accidents that are costly and positively influences driver behavior, improves fuel consumption and keeps trucks on the road.**”

One of the next SAB Miller fleets to install Mobileye was Transportes 77 in Peru who viewed collision avoidance as part of a larger program to increase the safety of its fleet.





TRANSPORTES 77 S.A.



Transportes 77 has also seen incredible growth over the past decade – in 2007 they transported 7 million hectoliters, and in 2016 that number increased to 29 million hectoliters.

Today, Transportes 77's 84 trucks make 3,200 trips per month and travel **1.15 million kilometers** every month.

Safety Challenges in Peru

According to Transportes 77's Primary Transportation Manager **Paul Fernando Benavides Gil**, transportation companies in Peru face additional challenges on top of the already challenging business of keeping drivers, vehicles and cargo safe on the roads and keeping costs low.

“ In Peru there is a major issue of underdeveloped road infrastructure, lack of safety regulation, and not enough formality regarding safety management for fleets and periodic safety checks. ”

Specifically, Benavides shared that the level of driver training for heavy goods is too low in his opinion. That's why he has worked with his brewer customer to implement a program called the "Responsible Driving Program".

Responsible Driving Program



The "Responsible Driving Program" has three main initiatives:

Responsible Driving Training

Six specialized driver training courses.

Responsible Driving Technologies

A suite of technology tools that allow the driver to anticipate and/or prevent incidents on the road.

Responsible Driving Acknowledgement

A reward program to recognize drivers who reach established goals.

Telematics and Mobileye Join the Team

As part of the Responsible Driving Technologies initiative, Transportes 77 installed Geotab telematics devices as well as Mobileye collision avoidance technology. Due to the fact that the Mobileye system can be easily integrated with all major telematics systems, the fleet was able to collect data not only on routes, fuel usage, vehicle maintenance and driver time, but also on driver behavior as it relates to potential collisions which are provided by the Mobileye system. They were able to know for example, which drivers received the most Forward Collision Warnings, Lane Departure Warnings, Pedestrian Collision Warnings.

All this data enabled a new level of driver monitoring, engagement and reward, based on real statistics from the road.



From left to right: Mauricio Bock of Safetech Peru – official Mobileye distributor; Ernesto Pesochinsky of Mobileye, Paul Fernando Benavides Gil of Transportes 77, and Giovani Ugarelli of Safetech Peru



The Mobileye "EyeWatch" Display shows the driver is driving 20 km over the speed limit

Results of the Responsible Driving Program

Prior to installation of Mobileye and implementation of the Responsible Driving Program, Transportes 77 had 0.8 accidents per million kilometers on Peruvian roads, which means nearly one accident a month on average.

They were able to decrease that number to 0.28 accidents per million kilometers – a reduction of 65%.

“ This is a great source of pride for our fleet because this number is comparable to American or European standards where the roads are significantly better maintained, and to achieve this in Peru is a great accomplishment. This would not have been possible without the driver training program and Mobileye installed in every vehicle. ”

Benavides also feels that installing Mobileye helped increase driver confidence, "Mobileye has allowed our drivers to feel safe on the road, having a 'co-pilot' accompanying them and warning them of risks along the way." He believes this helped them **lower their driver workforce turnover rate to just 3.3%** an impressive rate by any industry standard.

He adds that safety goes hand in hand with running an efficient operation,

“ We are convinced that these technologies are the best way to guarantee an optimal transportation operation in both efficiency and safety, and that will allow us to continue running a sustainable business, maintain our license to operate, and contribute to the prevention and mitigation of accidents on the road. ”

Conclusion

When taking the successes of Transportes 77's Responsible Driving Program in the context of the Peruvian challenges – which are faced by many other developing countries – the impact is even more significant. Whereas many safety policy alternatives will only show major improvements in the long term, such as improved road infrastructure, Mobileye allows fleets to achieve significant safety gains in the short term. The Return on Investment (ROI) is in fact even higher than counterparts in more developed countries due to the fact that the starting circumstances, such as levels of driver training and road infrastructure, are lower to begin with. Indeed when implemented together with other organizational changes toward a culture of safety, as was done by Transportes 77, the effect has that much more power.

