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### Teletag Releases Driver Safety Program

Teletag is a driver safety program that allows drivers to report driving incidents and car owners to receive reported incidents, providing a driving marketplace.

Motor vehicle crashes are the leading cause of death for people from 15 to 20 years old. Young drivers account for most accidents and are the largest contributor of fatal accidents for any age group. In 2003, in the United States, 7884 drivers between the ages of 15 to 20-year-old were involved in fatal crashes, and 3657 drivers in this same age group were killed in car crashes.<sup>1</sup>

Heinrick's Pyramid Theory<sup>2</sup> of accidents, that has been studied numerous times and found to be accurate, states that for every 1 fatal accident, there are 30 minor accidents and 300 near miss incidents. Based on this theory, it shows us that there are many opportunities for all of us to make a difference by reporting near-misses.

Teletag has created a system that allows drivers on the road to self-regulate driving behavior much like a marketplace. Drivers are able to report other drivers that exhibit bad driving behavior by calling 1-800-634-SAFE(7233), and car owners are able to view incidents that have been reported by viewing reports at the web site [www.usteletag.com](http://www.usteletag.com). In addition, with Teletag's Signal! Program, car owners receive messages as reported incidents are logged. In providing such a system, every driver and every car on the road participates. No bumper stickers or decals are required.

In order to report an incident, a driver calls 1-800-634-SAFE(7233) and then answers four simple questions. The call takes less than two minutes. The logged incident is transcribed for accuracy and matched with registered vehicles. In addition, the data is packaged and provided to insurance carriers, rental car companies and other organizations interested in researching the correlation between driving incidents and accidents. It is important to recognize that **all reported incidents are useful** whether the reported driver is registered with Teletag or not.

Teletag is a privately held company in Tulsa, Oklahoma dedicated to providing programs and services to help families and small fleet owners hold drivers accountable making everyone safer.

<sup>1</sup> Traffic Safety Facts (2003 Data) for Young Drivers, National Center for Statistics & Analysis, <http://www.nhtsa.dot.gov/people/nca>.

<sup>2</sup> The Pyramid Theory, Randy K. Logsdon, [http://rockproducts.com/mag/rock\\_pyramid\\_theory](http://rockproducts.com/mag/rock_pyramid_theory), Aug 1, 2003.

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For more information about this topic, please contact Hank Haines by calling 918-615-4417, or email Hank at [hankhaines@usteletag.com](mailto:hankhaines@usteletag.com). Teletag can also be found on the web at [www.usteletag.com](http://www.usteletag.com).