

BOOSTING SAFETY FOR REWARDS

InsideExide BSFR

Incentives Boost Driver Safety

“Drive safely.” How many times have we used those words urging the people we’re concerned about to be vigilant behind the wheel? Now, with a new safety program for its professional drivers, Exide has shifted that exhortation into high gear with the Boosting Safety for Rewards (BSFR) program — an initiative designed to recognize the North American Transportation branch network drivers for accomplishing quarterly and annual safety objectives.

BSFR actually ties driver incentives to quarterly and annual safety benchmarks. By meeting specified safety objectives, drivers are eligible to earn points that may be redeemed for awards, including merchandise, travel and other options.

Since BSFR was launched, there have been measurable reductions in motor vehicle accidents and lost time incidents within the branch network. Without question, one of the reasons the program got off to such a strong start is that every Exide driver successfully completed required BSFR training. The initial training consisted of nine individual modules, each with an online quiz. As part of each module, drivers also watched a ten minute on-line video — segments specific to a safety situation that would likely be encountered on a daily basis. In order to take advantage of the program, the drivers had to pass each module quiz with a perfect score. Additional training has been introduced each year.

“BSFR’s success at Exide stems from our fleet being engaged right from the start — with every member staying incredibly focused on safety behaviors and results,” said Exide’s Vice President of Sales. “What’s more, Exide regional and branch managers really rallied behind this initiative, pushing drivers to stay focused on the continuous improvement initiative. They weren’t satisfied until 100 percent of their drivers were trained.”

A Closer Look at the Program ... and the Results

To earn points, a participating driver must document that during each quarter, he or she has:

- No OSHA recordable injuries
- No at-fault vehicle accidents
- No violations of federal, state or local laws with regard to vehicle operation
- No physical damage to Exide equipment, such as mirrors, bumpers, mud flaps and other parts

Drivers can earn extra points when they meet safety or miles-per-gallon objectives during consecutive quarters and when their entire location meets benchmarks for the year. They also can zero their scores by failing to achieve a safe quarter, restarting the point count at their next safe driving quarter.

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BSFR has proven to be a powerful motivator, delivering results to the drivers and to Exide. At the end of year 1, 96% of the drivers in the branch network qualified to redeem points for themselves and improved the Company's driver safety record by 78 percent at the same time. Further, 90% of Exide's drivers earned perfect scores for the year. By meeting the criteria and completing 100 percent of their internet safety training modules during the period, those drivers became eligible for a special BSFR sweepstakes drawing that took place in April.

The Grand prize winner won a Sharp 32" Aquos HDTV TV (or 200,000 extra points); the second place prize was a Canon PowerShot S3 IS — a six mega pixel digital camera (or 120,000 extra points). The third place prize was an Apple 30 gigabyte video iPod (or 60,000 extra points).

While workplace safety is a permanent consideration for any part Exide's operation, professional drivers have an even greater responsibility for safety: they operate rolling billboards — large, highly-visible, branded vehicles carrying tons of new and spent lead-acid batteries — across the nation's highways.

"We're extremely proud of the extraordinary accomplishments of all of our drivers in the North American branch network. Through their safe driving, they are earning rewards and improving our operations and the bottom line." "We intend to sponsor additional incentive-based programs that can yield exciting results in driver safety, warehouse quality and sales excellence."