



Mr. Scott Rea  
President  
AvatarFleet  
8157 Bavaria Drive East  
Macedonia, Ohio 44056

July 8, 2014

Dear Scott,

I was introduced to AvatarFleet's *AFleet™* through the Safety Claims and Litigations Services of our insurance provider, National Interstate Insurance Company. It was exactly what we needed. AvatarFleet takes a creative approach that wakes up and engages our drivers. I began implementing the *AFleet™* in January 2014 and have yet to have a claim or CSA violation since then! While I can't give AvatarFleet all the credit, our drivers have enjoyed the presentation of the material and even my experienced drivers tell me they are learning new defensive driving concepts and CSA information. I would highly recommend the *AFleet™* to any trucking company committed to safety and a continually improving safety program.

I chose the *AFleet™* for two key reasons: the engaging approach and the modular design. We only hire drivers with at least two years' experience. New hires tend to come with bad habits and they've already seen every training video on my shelf dozens of times. The creative delivery keeps the drivers engaged and I don't have to threaten them to stay awake. I ran this by my wife who is a high school teacher and she wishes she had more material that followed this concept. There is no doubt that engaging content gets better results. The modular design allows me to break up the *AFleet™* and require four modules to be passed each quarter in order for drivers to earn their safety bonus. The self-directed learning allows drivers to learn at their own pace and on their own schedule, which is a must with our OTR drivers.

The *AFleet™* is a powerful tool that is already helping us reduce accidents, injuries and insurance claims.

Please feel free to call me if you need any other information.

Sincerely,

***Keith Myers***  
Safety Director  
Murrow's Transfer, Inc.  
336-475-6101 ext. 230  
[keith@murrows.com](mailto:keith@murrows.com)

1660 Blair St. Thomasville, NC 27360