



SAFE DRIVING IN THE UAE

A GUIDE FOR FLEET MANAGERS

"PREVENTION IS BETTER THAN CURE"

Hertz[®]

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Foreword

In the UAE, with the rapid expansion of road construction and increase in number of vehicles, road traffic accidents are becoming more and more a serious public safety issue. The magnitude of the problems could be greatly reduced if appropriate measures were taken concerning road user behaviour.

The goal of Hertz with this document is to summarise and share information about the best practices and policies about road safety and safe driving in the UAE as an easy reference guide.

Please note that all information relating to legislation provided herewith is subject to change by the UAE authorities.

This White Paper provides understanding and practical tips for Fleet Managers and also highlights unique features of matters related to roads and driving in the UAE.

Our intention is to encourage companies to adopt successful road safety strategies and measures to contribute to achieving a reduction in road fatalities.

THE IMPORTANCE OF A SAFE FLEET MANAGEMENT POLICY

a. Facts

According to the World Health Organization, nearly 2400 people die on the world's roads every day and tens of millions are injured or disabled each year. In addition, road accidents cost about \$600 billion to governments in different economies, a figure that is equivalent to the combined GDP of almost all the developing countries in the world.

The UAE has made huge strides in terms of building infrastructure, increasing longevity and increasing the per capita income of residents.

Awareness of road safety is becoming an ever increasing need within the UAE.

b. UAE accidents

Residents of the UAE are seven times more likely to be at fatal risk in a car accident compared to those in the UK as per data from the World Health Organization.

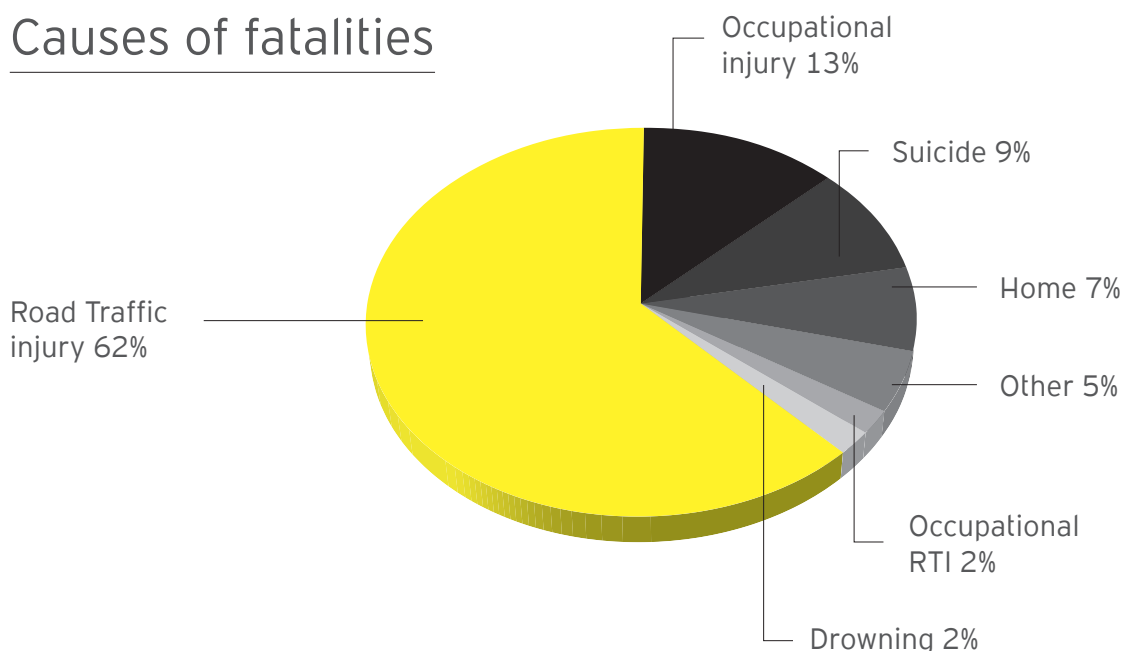
Road accidents are the second major cause of fatalities in the UAE and the figures due to accidents have been increasing every year (with the exception of 2009 when it decreased by 10%).

It is also sad to note that road accidents are the primary cause of fatalities of children in UAE (63%). 90% of children are unrestrained and many die due to injuries suffered during the accident.

Abu Dhabi is the largest city of the UAE and has a population of about two million. The Health Authority of Abu Dhabi (HAAD) has collected statistical data of the common causes of deaths in Abu Dhabi.

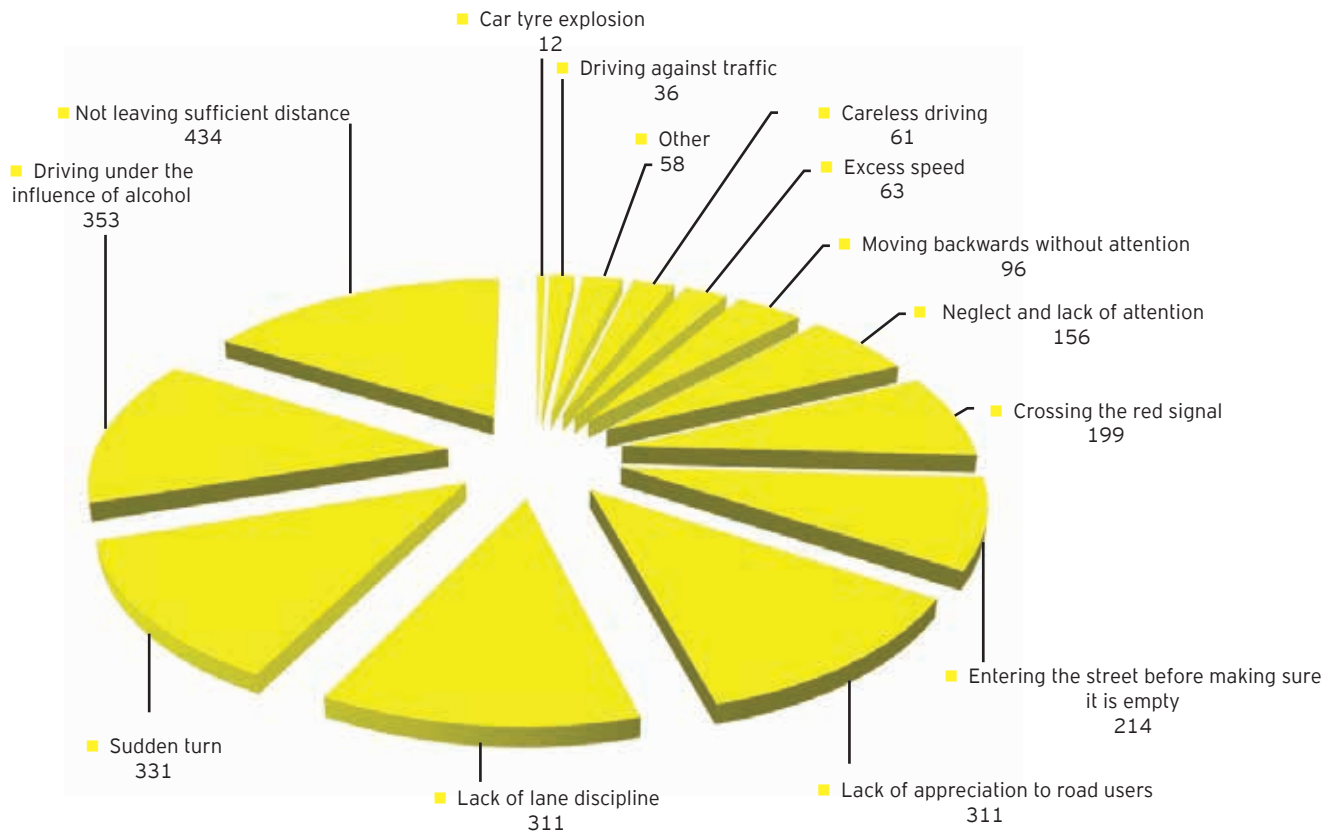
As per 2011 figures, 62% of deaths are caused by road traffic accidents.

Causes of fatalities



THE IMPORTANCE OF A SAFE FLEET MANAGEMENT POLICY

The chart below shows the statistical breakdown of accidents by cause for the Emirate of Dubai in 2011.



Whilst the descriptions of accident caused look to be varied, most also seem to be preventable.

The question then arises about the methodology on how we can reduce the number of deaths on the roads in the UAE in the long run.

c. UAE Government Road Safety Campaigns

The UAE Government has been launching campaigns to raise awareness of traffic matters, road regulations and safety for a number of years.

These initiatives target the entire public; parents and children, companies, schools and individuals.

To name a few:

2005 - Caltex RoadStar Campaign

The campaign honoured 48 winners who followed traffic rules and regulations. The aim of this campaign was to save and provide safety for society as well as to encourage drivers to adhere to the road safety rules.

2006 - Road Peace Campaign

A major road safety campaign was launched by the International Association for Human Values (IAHV), Dubai Police and RTA. The name of the campaign signifies the exact opposite of the “road rage” people often feel when they are driving.

2009 - HAAD's Road Safety Campaign

Recognising the need for greater awareness about road safety within Abu Dhabi, the Health Authority - Abu Dhabi (HAAD) developed 'Drive Safe, Save Lives', to educate the public.

This road safety initiative addresses the issues surrounding road safety and seatbelt usage within Abu Dhabi and builds broader awareness of the importance of driving safely and the value of human life.

2011 - Road Safety Campaign

The Roads & Transport Authority (RTA) in cooperation with the General HQ of Dubai Police announced the launch of an awareness campaign titled 'Road Safety' to focus attention on three key aspects namely: over-speeding, using the mobile phone during driving, and safety belt.

2012 - Dubai Road Safety Campaign

The campaign was launched to reduce fatalities and dangerous driving on Sheikh Mohammed bin Zayed Road and Dubai Bypass Road

The Ministry of Interior also launched a campaign to promote road safety among school children.

That campaign was to boost efforts to raise awareness among all students about traffic accidents and the importance of respecting traffic regulations.

There was also a Road Safety Campaign in Abu Dhabi to raise awareness about road and traffic issues in the emirate of Abu Dhabi.

Road safety is a matter in general for the public more than the police, RTA or any other organisation.

Besides all the legislation, preventive measures and penalties, drivers should adopt safe driving habits for the sake of their own and others' safety on the roads.

d. Abu Dhabi Road Code

Abu Dhabi has one of the highest traffic accident rates in the world and the main cause of car accidents is speeding and reckless driving.

Not knowing the traffic rules and regulations and the associated penalties is no longer a valid excuse following the large-scale distribution of the Abu Dhabi Road Code 2011 by the General Directorate of Abu Dhabi Police.

It offers a compact reference book in three languages (Arabic, English, and Urdu), listing the traffic rules and regulations of Abu Dhabi Emirate.

What the law says

- High beam lights must only be used on roads which do not have overhead lighting and only when needed to improve the view ahead.
- Do not drive if you have taken alcohol, drugs or some prescription medicines (check with your doctor or pharmacist if you do take such medicines). There is a zero-tolerance policy on the use of alcohol and drugs while driving.
- The law requires that you wear a seat belt if you are the driver or a front-seat passenger. Children are not allowed to ride in the front seat of a vehicle until they are 10 years old.
- The law says you must adjust your speed to suit the conditions. The speed limit is the absolute maximum – it does not mean that it's safe to drive at that speed irrespective of conditions. Driving at speed too fast for the road and traffic conditions is always dangerous.
- It is against the law to change lanes while you are actually at a roundabout. Get into the right lane before you join the roundabout.
- Do not overtake if there is any doubt about the safety of the manoeuvre, especially where you cannot see far enough ahead to be sure it is safe.
- Using a mobile phone while driving on UAE's roads is illegal.
- You must use headlights during the day when visibility is poor.

Simple ways to reduce risks

Slow down – even by a few kilometres per hour will give you more time to react to the unexpected.

Give yourself some space – allow enough space between you and the vehicles around you to give yourself more room and more time for preventive action.

Do not begin a journey if you are tired – driving when you are tired greatly increases your risk of a road accident.

Avoid making long journeys between midnight and 6am, when natural alertness is at a minimum.

Take regular breaks on long journeys – at least 15 minutes after every two hours of driving is recommended.

Do not treat speed limits as a target – It is often not appropriate or safe to drive at the maximum speed limit.

Be considerate towards other road users – they may be inexperienced or in an area they do not know well.

Be patient – remember that anyone can make a mistake.

Do not let yourself become agitated or involved if someone is behaving badly on the road. This will only make the situation worse. Pull over, calm down and, when you feel relaxed, continue your journey.



PRACTICAL TIPS FOR FLEET MANAGERS

a. Driving licence – country transfers

After the employees receives the Residence Permit, it is legal to drive only with a UAE driving licence.

There are 4 ways to do this depending on circumstances:

1. Directly transfer the existing licence to a UAE driving licence

This can be done if the employee has a valid driving licence from one of the countries listed below and citizenship of the same country:

Australia, Austria, Belgium, Czech Republic, Cyprus, Denmark, Finland, France, Germany, Greece, Holland, Iceland, Iran, Ireland, Italy, Japan, Luxembourg, New Zealand, Norway, Poland, Portugal, Singapore, Slovakia, South Korea, South Africa, Spain, Sweden, Switzerland, Turkey, UK and USA.

2. Transfer only after passing a road test

Individuals who have a driving licence from the GCC can transfer if they pass a road test.

3. Transfer only after taking an orientation course and passing a road test

If the employee has a valid driving licence from one of the countries listed below and a citizenship from a different country, but also from the list below, then he/she will be able to transfer his/her driving licence to a UAE driving licence after he/she has taken an orientation class and passed a road test (e.g. USA passport BUT a British Driving Licence).

Australia, Austria, Belgium, Czech Republic, Cyprus, Denmark, Finland, France, Germany, Greece, Holland, Iceland, Iran, Ireland, Italy, Japan, Luxembourg, New Zealand, Norway, Poland, Portugal, Singapore, Slovakia, South Korea, South Africa, Spain, Sweden, Switzerland, Turkey, UK and USA.

4. Open a new driving file

If none of the above categories apply to your employee, then he/she will have to proceed with the normal procedures of opening a new file at the Traffic and Vehicle Department. The individual will be required to take theoretical classes in which a certificate will be issued after passing a written test and then he/she can apply for a road test.

UAE driving licences are valid for a 10-year period.

The rapid development of Dubai's roads and transport network can only work with a system of rules and regulations. Dubai Police and the Roads and Transport Authority play major roles in enforcing safety and traffic regulations and use smart technology to ensure traffic violations are kept to a minimum.

The Unified Federal Traffic Law puts in place hefty penalties for serious traffic offences as well as a system of black points leading to confiscation of the licence of the driver to ensure adherence to traffic laws:

- The first time 24 points are collected, one loses their driving licence for 3 months (if the driver is over 21)
- The second time 24 points are collected, one loses their driving licence for 6 months (or first time if driver is under 21)
- The third time 24 points are collected, one loses their driving licence for 12 months, and must pass a driving test before it is returned.

Points will expire after a year.

VIOLATIONS, FINES AND BLACK POINTS

Last updated: 06/06/2011

S#	Description	Fine amounts	Black Points	Vehicle Confiscation Period
1	Driving dangerously (racing)	2000	12	30 Days
2	Driving under the influence of alcohol, drugs or similar substances	Decided by court	24	60 Days
3	Driving a vehicle without number plates	1000	24	60 Days
4	Causing death of others	Decided by court	12	30 Days
5	Not stopping after causing an accident that resulted in injuries	Decided by court	24	60 Days
6	Reckless driving	2000	12	30 Days
7	Exceeding maximum speed limit by more than 60km/h	1000	12	30 Days
8	Driving in a way that is dangerous to the public	1000	12	30 Days
9	Jumping a red light	800	8	15 Days
10	Running away from a traffic policeman	800	12	30 Days
11	Dangerous overtaking by trucks	800	24	60 Days
12	Causing a car to overturn	Decided by court	8	-
13	Causing serious injuries	Decided by court	8	-
14	Exceeding maximum speed limit by not more than 60km/h	900	6	-
15	Exceeding maximum speed limit by not more than 50km/h	800	-	-
16	Overtaking on the hard shoulder	600	6	-
17	Entering road dangerously	600	6	-
18	Causing moderate injury	Decided by court	6	-
19	Heavy vehicle lane discipline	600	6	-
20	Overtaking from a prohibited place	600	6	-
21	Causing serious damage to a vehicle	Decided by court	6	-
22	Exceeding maximum speed limit by not more than 40km/h	700	-	-
23	Parking in fire hydrant places, spaces allocated for people with special needs and ambulance parking	1000	4	-
24	Exceeding maximum speed limit by not more than 30km/h	600	-	-
25	Driving against traffic	400	4	-
26	Allowing children under 10 years old to sit in the front seat of a vehicle	400	4	-
27	Failure to fasten seat belt while driving	400	4	-
28	Failure to leave a safe distance	400	4	-
29	Failure to follow the directions of a traffic policeman	-	-	-
30	Exceeding maximum speed limit by not more than 20km/h	500	-	-
31	Entering a road without ensuring that it is clear	400	4	-
32	Exceeding permitted level of car window tinting	500	-	30 Days
33	Not giving way to emergency, police and public service vehicles or official convoys	500	4	-
34	Driving a heavy vehicle that does not comply with safety and security conditions	500	-	30 Days
35	Failure to stop after causing an accident	500	-	-
36	Driving a noisy vehicle	500	-	30 Days
37	Allowing others to drive a vehicle for which they are unlicensed	500	-	-
38	Loading a heavy vehicle in a way that may pose danger to others or to the road	500	6	7 Days
39	Overload or protruding load from a heavy vehicle without permission	500	6	7 Days
40	Driving a vehicle that causes pollution	500	-	-

VIOLATIONS, FINES AND BLACK POINTS

Last updated: 06/06/2011

S#	Description	Fine amounts	Black Points	Vehicle Confiscation Period
41	Stopping on the road for no reason	500	4	-
42	Stopping on a yellow box	500	-	-
43	Not giving pedestrians way on pedestrian crossings	500	6	-
44	Failure to abide by traffic signs and directions	500	-	-
45	Throwing waste from vehicles onto roads	500	4	-
46	Refusing to give traffic police name and address when required	500	-	-
47	Stopping vehicle on the left side of the road in prohibited places	500	-	-
48	Stopping vehicle on pedestrian crossing	500	-	-
49	Teaching driving in a training vehicle that does not bear a learning sign	500	-	-
50	Teaching driving in a non-training vehicle without permission from licensing authority	500	-	-
51	Placing marks on the road that may damage the road or block traffic	500	-	-
52	Operating industrial, construction and mechanical vehicles and tractors without permission from licensing authority	500	-	7 Days
53	Modifying vehicle's engine without permission	400	-	-
54	Modifying vehicle's chassis without permission	400	-	-
55	Changing vehicle's colour without permission	400	-	-
56	Exceeding maximum speed limit by not more than 10km/h	400	-	-
57	Driving with a driving licence issued by a foreign country except in permitted cases	400	-	-
58	Violating the terms of the driving licence	300	-	-
59	Parking behind vehicles and blocking their movement	300	-	-
60	Towing a vehicle or a boat with an unprepared vehicle	300	-	-
61	Driving a vehicle that emits gases or fumes with substances exceeding permitted rates	300	-	-
62	Leaving a vehicle on the road with its engine running	300	-	-
63	No lights on the back or sides of trailer container	200	-	-
64	Lights on the back or sides of container not working	200	-	-
65	Taxis, which have designated pickup areas, stopping in undesignated places	200	4	-
66	Prohibited entry	200	4	-
67	Blocking traffic	200	-	-
68	Vehicle unfit for driving	200	-	7 Days
69	Driving a light vehicle that does not comply with safety and security conditions	200	-	7 Days
70	Not lifting exhaust of trucks	200	-	7 Days
71	Not covering loads of trucks	3000	-	7 Days
72	Using vehicle for purposes other than designated	200	4	7 Days
73	Heavy vehicle prohibited entry	200	4	7 Days
74	Violating loading or unloading regulations in parking	200	4	7 Days
75	Carrying and transporting passengers illegally	200	4	7 Days
76	Writing phrases or placing stickers on vehicle without permission	200	-	-
77	Not taking road safety measures during vehicle breakdowns	200	-	-
78	Turning at undesignated points	200	4	-
79	Turning the wrong way	200	4	-

VIOLATIONS, FINES AND BLACK POINTS

Last updated: 06/06/2011

S#	Description	Fine amounts	Black Points	Vehicle Confiscation Period
80	Loading a light vehicle in a way that may pose a danger to others or to the road	200	3	7 Days
81	Overload or protruding load on light vehicles without permission	200	3	7 Days
82	Stopping vehicle without keeping the distance specified by the law from a curve or junction	200	-	-
83	Transporting passengers by vehicle undesignated for this purpose	200	4	-
84	Sudden swerve	200	4	-
85	Driving a taxi without required licence	200	4	-
86	Carrying passengers in driving training vehicle	200	4	-
87	Driving a taxi with an expired warranty	200	-	-
88	Reversing dangerously	200	-	-
89	Taxi refusing to carry passengers	200	4	-
90	Falling or leaking load	3000	12	30 Days
91	Not securing vehicle while parked	200	-	-
92	Parking in prohibited places	200	2	-
93	Parking in loading and offloading areas without need	200	-	-
94	Parking on road shoulder except in cases of emergency	200	-	-
95	Using multi-coloured lights	200	-	-
96	Not wearing helmet while driving motorbike	200	4	-
97	Exceeding passenger limit	200	3	-
98	Driving with tyres in poor condition	200	-	7 Days
99	Driving with an expired driving licence	200	3	-
100	Not renewing vehicle registration after expiry	400	-	-
101	Driving unlicensed vehicle	200	-	7 Days
102	Violation of laws of using commercial number plates	200	-	-
103	Not fixing number plates in designated places	200	2	-
104	Driving with one number plate	200	2	-
105	Driving at night or in foggy weather without lights	200	4	-
106	Using not matching number plates for trailer and container	200	-	-
107	Not fixing reflective stickers at the back of trucks and heavy vehicles	200	-	-
108	Not using indicators when changing direction or turning	200	3	-
109	Not giving way for vehicles to pass on the left	200	-	-
110	Not giving way to vehicles coming from the left where required	200	-	-
111	Stopping a vehicle in a way that may pose danger or block traffic	200	3	-
112	Failure to have vehicle examined after carrying out major modification to engine or body	200	-	7 Days
113	Using training vehicles outside of timings specified by licensing authority	200	-	-
114	Using training vehicles in places not designated by licensing authority	200	-	-
115	Overtaking from the right	200	4	-
116	Overtaking in a wrong way	200	3	-
117	Driving an unlicensed vehicle	200	-	7 Days
118	Abuse of parking space	200	3	-
119	Number plates with unclear numbers	200	3	-

VIOLATIONS, FINES AND BLACK POINTS

Last updated: 06/06/2011

S#	Description	Fine amounts	Black Points	Vehicle Confiscation Period
120	Violating tariff	200	6	-
121	Light vehicle lane discipline	200	2	-
122	Parking vehicles on pavement	200	3	-
123	Not showing vehicle registration card when required	200	-	-
124	Not showing driving licence when required	200	-	-
125	Not fixing taxi sign where required	200	-	-
126	Not fixing a sign indicating licensed overload	200	3	-
127	Using interior lights for no reason while driving	100	-	-
128	Failure to abide by specified colour for taxis or training cars	200	-	-
129	Failure to display tariff of buses or taxis or not showing them when required	200	-	-
130	Broken lights	200	6	-
131	Using horn in prohibited areas	200	2	-
132	Driving below minimum speed limit	200	-	-
133	Failure to keep taxis and buses clean inside and outside	200	-	-
134	Smoking inside taxis and buses	200	-	-
135	Using hand-held mobile phone while driving	200	4	-
136	Not abiding by taxi drivers' obligatory uniform or not keeping it in good condition	100	-	-
137	Calling on passengers in the presence of signs	100	-	-
138	Not displaying truck's load on both sides	100	-	-
139	Not carrying driving licence while driving	100	-	-
140	Not carrying vehicle registration card while driving	100	-	-
141	Driving without spectacles or contact lenses	100	-	-
142	Not using interior light in buses at night	100	-	-
143	Broken indicator lights	100	2	-
144	Using horn in a disturbing way	100	2	-
145	Having no red light at the back of vehicle	100	-	-
146	Opening left door of taxi	100	3	-
147	Pedestrians crossing from undesignated places (If any existed)	200	-	-

Note: Should a Hertz vehicle be confiscated, fixed charges would apply to reclaim the vehicle from the UAE Authorities as per company policy.

b. Service & maintenance

As highlighted earlier, one of the key elements of having a safe fleet is operating safe vehicles.

Besides the vehicles being driven efficiently and being 'fit for purpose', it is vital that they are serviced and maintained to the appropriate standards. That means regular servicing and proper repairs in case of an accident.

It is also very important that employees who drive their own vehicles are informed by their employer what is expected of them regarding vehicle maintenance and they are aware of their responsibilities towards the employer and fellow employees.



DO YOU KNOW EVERYTHING ABOUT OIL CHANGE?

An oil change usually is a relatively simple and inexpensive procedure. There are many oil-change stations that specialise in this service, and some of them do not require you to make an appointment. You also can learn how to change your oil yourself to save a little money, but you should make sure to do it properly, because driving your car without enough oil can ruin the engine. Also, it is important to make sure that your car has the right kind of oil. Your car owner's manual should provide recommendations for the best oil to use. If you drive a Hertz vehicle,

we take care of the oil change for you.

When to Change the Oil

Check your car owner's manual to see the manufacturer's recommendations for how often you should get an oil change. Keep in mind that these recommendations often are based on severe driving conditions – such as short trips in stop-and-go traffic during very hot weather – so you might consider them to be the maximum frequency for oil changes.

c. Tyres

Large numbers of accidents are due to faulty tyres or tyres that don't meet the standards required for the weather in the region.

Tyres are manufactured normally for around 30 degrees Celsius temperatures, hence there are so many cases of tyre bursts during the summer period in the UAE.

Proper tyre care and safety is simple and easy.

It only takes few minutes. Just get into the habit of checking the tyres and the spare before long trips and on a regular basis, weekly, monthly, depending upon your environment, weather conditions and quality of the roads.



WHAT TO CHECK

Tyre pressure

You can find the proper level of inflation in the vehicle's owner's manual or it may also be posted on the door post or in the glove box.

Inflation level below normal limit can result in unnecessary tyre stress, irregular wear, loss of control and accidents. A tyre can lose up to half of its inflation pressure and not appear to be flat!

When you check the inflation pressure, make sure the tyres are cool, meaning they are not hot from driving even a short distance.

If you have to drive a distance to get air, check and record the tyre pressure first and add the appropriate inflation pressure when you get to the pump. It is normal for tyres to heat up and the inflation pressure inside to increase as you drive. Never "bleed" or reduce air pressure when tyres are hot.

Alignment

A bad jolt from hitting a curb or pothole can throw your front end out of alignment and damage your tyres.

If your car's suspension system is out of alignment, your tyres will wear unevenly and you may experience handling problems.

Have a tyre dealer check the alignment and tyre balance periodically. An unbalanced tyre and wheel assembly may result in irregular wear or vibration.

Rotation

Regularly rotating your tyres will help you achieve more uniform wear.

Each tyre on your car supports a different amount of weight; this unequal weight distribution causes your tyres to wear at different rates. By rotating your tyres, you can extend their useful life.

Sometimes front and rear tyres use different pressures. After rotation, adjust tyre inflation pressure to the figures recommended by the vehicle manufacturer.

Tread

Advanced and unusual wear can reduce the ability of tread to grip the road in adverse conditions. Visually check your tyres for uneven wear, looking for high and low areas or unusually smooth areas. Also check for signs of damage. Also make sure no nails or other objects are embedded in the tyre.

All tyres have "wear bars," which are small, raised bars of rubber in the groove that indicate when tyres are worn out. If your tread is worn down to the wear bars, to 2/32 of an inch, tyres must be replaced.



d. Traffic fine management

After the implementation of the Federal Traffic and Licensing System, the service of electronic enquiry and traffic fines payment system has been made available to the public in the emirates connected to the system. This helps save time and effort for the citizens and residents in all emirates.

You can enquire by number plate details, fine number, traffic file number or driving licence number and pay online.

Penalty charges may be paid directly at the traffic departments, online or by using automated

payment machines. These machines have touch screens and provide multiple services to customers. Payment can be made by credit card or in cash at these machines.

It is mandatory that all traffic fines on a vehicle are cleared before the registration of a vehicle can be renewed. To be on the safe side, keep all the receipts.



e. Eyesight

Good eyesight is vital for safe driving.

The general recommendation to have eyesight checked every year is sound and everyone who uses the road should follow it. Having an eyesight test will usually identify the majority of common eyesight conditions.

Even at relatively young ages, a range of eyesight conditions may exist which, if identified early enough, can be treated to stop or reduce the effects of long term deterioration.

Eyesight between the ages of 30 and 40 may start to deteriorate.

Drivers, whose poor eyesight is uncorrected, have crashes, but it doesn't always follow that their poor eyesight was the cause of the crash. Until about the age of 50 there is no proven link between poor eyesight and crashes.

An eyesight test may also give clues about other less common diseases.

Glaucoma and cataract are perhaps the most well-known conditions, but diabetes and other age-related diseases, if left unidentified and untreated, are known to affect vision seriously enough to prevent safe road use.

Unfortunately, some people who have been prescribed correcting lenses don't use them when they're driving (or riding). This not only puts them at greater risk, it also puts other more vulnerable road users at risk.

f. Design a fleet policy that suits the company

A vehicle policy provides specific guidelines for the management and use of vehicles.

Policies are designed to facilitate and encourage accountability, monitoring of usage and costs, to provide internal control and serve as a management tool for better decision making.

A basic vehicle policy would have the following inclusions amongst others:

- i. introduction
- ii. purpose, scope and objectives
- iii. planning, approval, budget process and procurement
- iv. approved types for vehicles
- v. process of ordering vehicles
- vi. assignment of vehicles
- vii. personal use of vehicles by employees
- viii. management of vehicles:
 - control of fuel, maintenance/repairs of vehicles
 - vehicle insurance scheme
 - vehicle replacement
 - sale of vehicles (not applicable for leased fleet)
 - road tolls and traffic fines
- ix. guidelines for drivers:
 - assignment of vehicles
 - safety and security
 - environment
 - reports
 - revisions
- x. conclusion

Alongside the above it is also worth considering the following:

Purpose of the policy

Describe the reason and purpose of the policy, clearly state the commitments and what the organisation is willing to promote by it.

Vehicle selection according to intended purpose of use

Once identified for what purpose your organisation is using the vehicles, it may seem easy to make the right choice.

Selection of vehicles, however, begins with understanding that the wrong equipment can result in excessive breakdowns, create hazards to personnel, incur costly delays and contribute to poor service and customer complaints.

Assigning responsibilities at all levels of employees

This section covers the responsibilities of the higher management, the Fleet Manager, supervisors, coordinator, drivers, fleet management provider etc.

Registration and insurance

Whether the vehicles are operated by your organisation or by a fleet management provider, one of the first procedures to lawfully operate the vehicles is registering them and arranging the insurance.

Your fleet policy can include basic details in this section and you may also keep an electronic file including the registration and insurance data of the vehicles which can help to create quick reports for due processes.

Service and maintenance

Vehicles are regularly maintained for optimum performance, and kept in good repair.

To streamline vehicle management the Fleet Manager should put in place a simple process entailing the following:

Maintenance Options

1. "In house maintenance" - performed using the facilities and employees of the organisation
2. "Outsourced maintenance" - undertaken by an outside contractor
3. "Contract hire" - undertaken by an outside contractor (e.g. fleet management provider) as part of a vehicle operating system

It is necessary to review the operational requirements and match the most suitable form of maintenance to the individual operation.

Whichever mix is selected, it must be preventative and must be under the control of a competent manager; if it is not, the condition of the vehicles may quickly decline and running costs may increase.

Maintenance Planning

Whichever maintenance option is followed, the Fleet Manager should develop a vehicle maintenance schedule.

Vehicle servicing is a compromise between inadequate attention, resulting in progressive deterioration in condition and the ensuing serious consequences, and too much attention, which is costly and unnecessary.

The vehicles need to be maintained and serviced regularly according to the service schedule outlined in the Owner's Manual or the instructions issued by the Fleet Manager based on projected mileage and in which type of environment the vehicle will be used.



g. Driver education

Human error is a factor in at least 90% of road crashes so, argue road safety experts, changing driver behaviour is key in any occupational road risk management strategy.

As part of fleet management, constant evaluation of their skills, regular training and refresher courses will improve driver and vehicle performance, reduce the number of accidents and maintenance costs.

Each organisation has the responsibility of identifying relevant training and courses available. These could be included in organisational personal development or capability building programs for drivers.

h. Safety in-house campaign, induction of regulations and policies

Launch your own vehicle safety campaign! Whether you run a private or a public organisation with fleets of cars, develop your own safety campaign to improve road safety in the workplace.

Safety and health planning should address any risks to employees when using vehicles in connection with work.

The human cost of poor driving practices is illustrated almost daily in news stories detailing the latest additions to 'the road toll'. Employers and employees need to recognise this and develop strategies to address the risks.

To be fully effective, a culture of road safety awareness needs to become second-nature in the workplace. Not simply as a management directive, but a cooperative effort that extends beyond the office doors to involve all employees, their families and the wider community in a concerted effort to preserve life and property.

Ideas to create a road safety culture:

- Creating and incorporating safe driving policies in new staff induction kits or handbooks where staff are likely to drive vehicles on behalf of the organisation
- Conducting regular reviews of accident performance
- Actively managing preventative and periodic maintenance schedules to ensure that vehicles are in proper working order
- Recognising good driver performance
- Displaying promotional material in canteens, parking lots, staff notice boards and other appropriate areas
- Providing access to driver training and education where applicable
- Ensuring safe driving is regularly an agenda item at staff communication meetings, forums, internal newsletters

Taking a campaign approach to the issue of road safety gives you the support you need to help get your message across. A campaign has more presence than a simple memo from the boss. A campaign is more than an awareness raising activity.



UAE UNIQUE FEATURES

a. Driving standards

Standards of driving in the UAE are a reflection of the diversity of the UAE population.

Drivers in the UAE are from all over the world with different learning process on how to drive, with different "road cultures" and traffic environments.

Getting a driving licence is the obvious first step in anyone's driving 'career,' although even in developed countries the difference in the required standards is vast.

To name a few examples:

- Driving on the left or right side of the road
- Different driving habits
- Level of road infrastructure
- Application of rules and policies
- Awareness of a road safety culture

All these differences may result in a daunting experience while driving in the UAE. Being aware of possible differences between your own and others' driving styles and habits can be the first step towards being able to drive safely.

b. Weather conditions

Weather conditions in the UAE tend to vary from hot to even hotter! There are occasions, however, when fog, sandstorm or excessive rain can require drivers to adapt their usual patterns.

Fog is often a morning or evening weather phenomenon and can be thought of as a cloud at ground level. It forms when the temperature drops to the dew point at which air is saturated, and invisible water vapour in the air condenses to form suspended water droplets. Fog can reduce visibility to a half kilometre or less, creating hazardous driving conditions. Be aware of local areas that tend to accumulate fog like certain coastal areas and other low lying areas near water.

It is recommended that the following be considered in fog:

- Drive with lights on low beam. High beams will only be reflected back off the fog and actually impair visibility even more
- Reduce your speed and watch your speedometer. Fog creates a visual illusion of slow motion when you may actually be speeding

- Listen for traffic you cannot see. Open your window a little to hear better.
- Use wipers and defrosters as necessary for maximum visibility
- Use the right edge of the road or painted road markings as a guide
- Be patient. Do not pass lines of traffic

Driving in **rain** may be another challenge in the UAE. When the road is wet, the water layer on the asphalt causes tyres to lose grip, especially with new rainfall when the built up engine oil, grease and sand on the roads are mixed with the rain and the road becomes extremely slippery. Continued rainfall will eventually wash away all that dirt.

Rain changes the visibility on the roads, for headlights and through windshields. Whilst most people know to slow down in the rain, the following tips will help keep you and others safe.

- Remember to be cautious of initial rainfall
- Allow longer time for your trip
- Keep greater distance between your car and the car in front of you; even greater distance if it's a truck or a bus
- Brake with less force and earlier than usual
- Avoid driving through puddles
- Turn on your headlights to see the road and other vehicles better and to be seen better by others
- Keep an eye on the car ahead of you
- Make sure your wipers are in good condition

In **sandstorms**, blowing dust and gusty winds can create difficult driving conditions. Pay extra attention and adjust your driving according to the road. If your visibility is limited, slow down. Remember that gusty winds can make lighter vehicles swerve or move suddenly. Give plenty of notice of your intent, avoid making any sudden moves and be prepared for surprises such as debris blown about by the wind.

c. Speed

Speeding is a dangerous activity that has the potential to harm not merely the driver, but other drivers and pedestrians. It implies impatience, creates tension and adds to the dangers on the roads.

As per many dangerous traffic violations, speeding is not necessarily the result of bad driving skills, it shows rather the attitude of the driver.

Modern cars can also hide the sensation of speed. Many cars are so comfortable to travel in that it is difficult for drivers to judge how fast they are going. Drivers need to be aware of this and they have to keep checking the speedometer in the vehicle to make sure they are not exceeding the speed limit.

Lowering the speed of vehicles is one of the best steps to improving road safety.



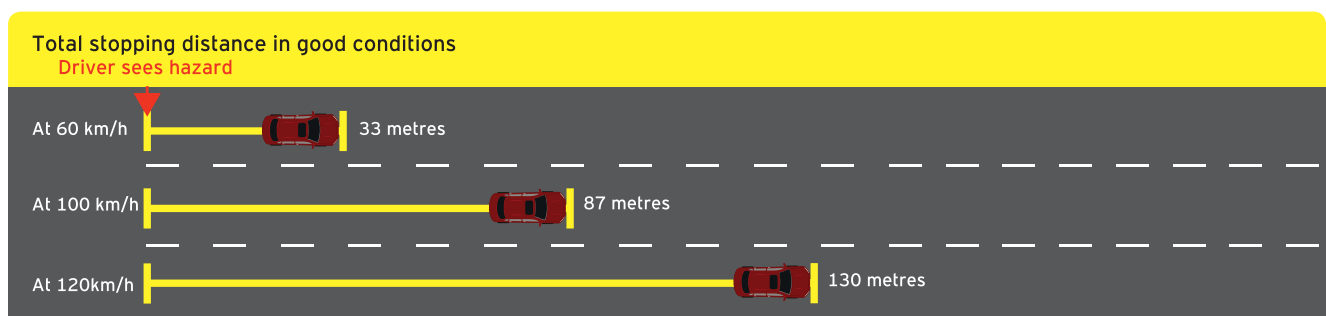
d. Distance keeping

Many drivers do not keep a safe distance.

There is a golden "two second rule". If you stay two seconds behind the car in front, that will regulate your speed and pace and there is enough space left if you need to suddenly brake or if someone wants to fill in that gap.

Giving yourself more room can make the difference between stopping in time and crashing.

Speed makes a big difference to how long it will take you to stop. The faster you go the longer it will take you to stop, therefore, remember to maintain the safe space at all times.



e. Tinting

Under the UAE Federal Traffic Law individual car owners are allowed to have their personal car windows shaded with 30% tint except for the front windscreen.

Tinting is not allowed for cars owned by lease or rental companies.

f. Route planning - road design

Driving is always more relaxing if you know where you are going. The UAE has a comprehensive road network which is ever-expanding to cope with the increasing volume of residents and traffic on the roads. Driving can seem daunting at first, although by learning the routes and expanding your knowledge of the emirates, you can get more confident.

Once you have mastered a few routes and added a few more to the list, you will feel your confidence grow. If you get lost or take the wrong turn there will always be a way back; even if you end up miles from nowhere, there will always be a signboard to guide you. Treat getting lost as a bit of an adventure and you never know what you might find along the way!

g. Documents

Occasionally, you can see the police in the UAE stopping drivers and checking on their condition and documents.

Remember to always carry the driving licence, your Emirates National ID card, the registration card of the vehicle and also a copy of the insurance document.

If your fleet of vehicles is hired from a fleet management provider, the original registration card of the vehicle might be kept with the rental company and a copy of the card is kept in the vehicles for reference.

h. Hands-free & Bluetooth

2012 statistics show that UAE drivers are major violators of mobile phone rules with over 60% of them using mobiles while driving.

Holding the mobile phone is illegal while driving.

Either turn off the phone before starting the car or use a Bluetooth hands-free kit or a headphone. If a built-in Bluetooth system is available in the car, always remember to turn it on before your trip.





i. Child seat

Under current laws, children under 10 years of age are not allowed to travel in the front passenger seat.

As per the news on 10 March 2013, installation of child seats in cars is likely to be mandatory based on the updates of the UAE traffic law that the Ministry of Interior proposed.

According to studies, child seats reduce the rate of fatalities in crashes by 50% and the Roads and Transport Authority (RTA) has embarked upon a massive drive to make parents aware of their responsibilities towards child safety.

In the initial phase, the new law, when implemented, will make child seats mandatory for children up to the age of four and any violation will attract huge fines along with black points.

j. Seatbelt

The UAE authorities are enforcing new laws to ensure all car passengers fasten the seatbelt. Wearing seatbelts has proven to be effective in reducing injuries as a result of accidents in numerous studies across the world.

Seatbelts save lives, but what are the other benefits? They:

- keep you safe in a crash; hold you securely
- protect everyone in the vehicle; in case of a crash the passengers are not "thrown into each other"
- give you a greater chance of escaping serious injury

k. Indicator

While lane discipline is important, so are your responsibilities of communicating with other drivers. The roads are busy and complex, so it is critical that you use all the means that are available to you to signal your intentions for virtually every move.

The most common manoeuvres that you will be making as a driver are turning and changing lanes. Whenever you intend to do one of these manoeuvres you need to check your mirrors to ensure it is safe to move. Most importantly, you must use your indicators for long enough to give warning to other drivers and pedestrians that you intend to change direction.

To do this properly and to avoid confusion you need to think very carefully. You will need to take notice of the road environment around you and make sensible decisions. Try and put yourself in the place of other drivers when you are making your decision about when to signal.

It is always considerate to offer the courtesy to your fellow drivers who have indicated by allowing them to change lanes safely.

l. Hand gestures

Many hand gestures in the UAE are deemed highly offensive and are punishable by fines or prison sentences. Always be courteous and respectful on the roads and never be tempted to gesture in a way that could be misconstrued.



IV

RECOMMENDATIONS

The following six elements summarise the important business processes that will help you raise road safety awareness in your organisation.

1. Company Road Safety Policy
2. Selection of Vehicles / Fleet and Maintenance
3. Driver Selection and Recruitment
4. Company Induction
5. Training
6. Incident Reporting

1. Company Road Safety Policy

Objective: To include information about safe driving and fleet safety policy in the company's relevant documents.

The organisation raises awareness and promotes the safety culture within its environment based on specific needs of the company as appropriate, reflecting the overall Health & Safety approach at the workplace.

The safety strategy is recommended to be broad, including the following elements:

- Commitment of the management to a safe fleet
- Employee discussions
- Clarification of responsibility levels
- Clear records of vehicle types and licences
- UAE road safety legislations
- Vehicle servicing, maintenance and repairs
- Procedure of incidents
- Monetary concerns

2. Selection of Vehicles / Fleet and Maintenance

Objective: To follow a practice that suits the organisation the best considering fit-for-purpose vehicles and cost effective choices.

In the selection of the right vehicles, it is essential to:

- Ensure the availability of safety features (airbags, ABS, Bluetooth)
- Consider the driving environment where the vehicle will be used and their purpose.

Adhering to the above best practice, the organisation will have the benefit of:

- Increased safety by procuring the proper vehicles and equipment
- Less incidents due to deficiencies of the vehicles
- Decreased breakdowns, hence reduction in cost of servicing, maintenance and repairs

3. Driver Selection and Recruitment

Objective: To recruit individuals with safe driving records and to identify needs for improvement of knowledge/skills if required.

It is very important prior to employing drivers to check their past records for safe driving and set that as criteria for selection. The recruitment process should also include confirmation of available and valid driving licences.

Setting a policy for regular monitoring of incidents and driving deficiencies may also establish a higher level of road safety.

4. Company Induction

Objective: To carry out a comprehensive induction program for new recruits that creates awareness about health and safety at the workplace.

The safe driving and road safety component of the induction should include the following:

- Company Road Safety Policy highlighting the Management's commitment to road safety to set an example for employees
- Responsibilities of supervisors and drivers concerning the vehicle conditions and maintenance
- Evaluation of driving skills and safety awareness
- Incentives and financial obligations in case of incidents
- Training program for protocol, etiquette, locations, routes and to get acquainted with different vehicles prior to driving

5. Training

Objective: To create the safety culture of driving by training courses, educational vehicle launches or other development programs.

Several governmental organisations who are involved with road safety (e.g. police, road authorities) carry out training programs as part of their contribution to a safer road environment.

Companies, however, can conduct their own courses by simply doing the following:

- Identifying training needs
- Developing the training plan
- Ensuring that the training facilities and resources are available
- Conducting the course
- Evaluating the training program
- Updating employees about the program
- Regularly providing safe driving and road safety information to the members of the organisation
- Offering opportunity to everybody at the company to enrol for the program to measure their skills and knowledge about safety



6. Incident Reporting

Objective: To establish and maintain an accurate system to record fleet activity.

By establishing a database of information about the fleet, the drivers and individual incidents, fleet managers can easily review past patterns and it can also give an indication for enhanced driving standards.

The system should include:

- Instructions and forms on how to report incidents
- Option to analyse data and create reports about the number of claims, the average cost of accidents and repair
- Possibility to incorporate changes to the system and to policies if required due to major incidents

V

CONCLUSION AND BENEFITS

The benefits of establishing an effective Safe Driving Policy are clear:

- An enhanced safety record
- Improved employee awareness
- Reduction in vehicle accidents, repairs and maintenance
- An increased culture of safety

Raising awareness of a safe work environment will naturally generate awareness about safety in a broader perspective.

Employees will pass on their new knowledge and information about on-going safety campaigns to their family members and friends which leads to a consciously safer community, and to a safe culture.

Additionally, it is more and more important for companies to be recognised as a socially responsible organisation by contributing positive and constructive messages to their stakeholders. Implementing a safe driving policy can be a critical first step in that journey.

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