



ROBERTS BAKERY REVS UP DRIVER TRAINING WITH VUE

Family bakers Roberts Bakery has invested in VUE’s evidence based driver coaching programme in order to ensure and continue its emphasis on road safety.

Roberts Bakery originally partnered with VUE, to install its in-vehicle Video Data Recorder (VDR) technology throughout its commercial fleet. This helped reduce insurance costs for the bakery, as well as maintain vehicle safety. After a successful rollout, Roberts Bakery is now using VUE to analyse the VDR results to offer driver coaching.

Mark Owen, director of Logistics at Roberts Bakery, said: “We installed VUE’s VDR system in more than 80 of our delivery vehicles just under a year ago. It’s proved to be so worthwhile in terms of reducing insurance costs and protecting drivers from non-fault accidents or fraudulent insurance claims, that we are now implementing the second stage, VUE’s driver coaching, to further strengthen our safety strategy.”

VUE’s three camera system (front and rear facing and nearside), allow images to be displayed live on a screen in the cab, capturing and bookmarking instances of excessive G-force, speed and heavy braking. VUE utilises the footage and driving data in order to give commercial drivers coaching style feedback.

“By analysing the video footage, VUE is helping us to enhance driver behaviour and proactively coach them to further reduce the risk of incidents and accidents with other vehicles, and vulnerable road users.”