

Benefits of Installing Dashcams in Your Company Vehicles

Installing dashcams in your commercial vehicles can help your business encourage & prioritize driver safety, save money, expedite the resolution of insurance claims, protect the company's reputation, and focus on what's really important: providing quality service to your customers!

Encourage and Prioritize Driver Safety

First and foremost, installing dashcams in company-owned vehicles enhances driver safety and helps protect your fleet. Dashcam footage can provide insight into driver behaviors and can even alert the driver to unsafe practices that could result in accidents, such as harsh braking or speeding. Dashcams often curtail unsafe driving habits, such as distracted or drowsy driving, which are among the top causes of accidents in the United States.

Collisions **down 60%**
upon installing dashcams
into company vehicles*

*2017 study published in the Journal of Safety Research

Costs **down 86%**

from accidents upon
installing a dashcam

<https://doi.org/10.1016/j.jsr.2016.12.008>

Save Money

Dashcams have been shown to result in safer driving habits, which reduce the risk of accidents and costly claims. Utilizing a dashcam can help prevent losses and can, over time, reduce the cost of a driver's premium indirectly by establishing a pattern of safe driving. With a history of safe driving habits, your insurance premium will not increase the way it would with a record of accidents and other issues resulting in costly claims.

Expedite Claim Resolution

In the event of a collision or other incident in your company vehicle, having dashcam footage can help the efficiency of the claim process. Video evidence can determine what happened and who is at fault for the incident, protecting drivers from false claims or contradicting accounts.

By having a record of the incident, law enforcement and insurance companies have a factual account of what occurred and aren't reliant on potentially faulty eyewitness accounts. The lengthy process of resolving a claim in a "he-said, she-said" situation can lead to expensive litigation costs and further stress.

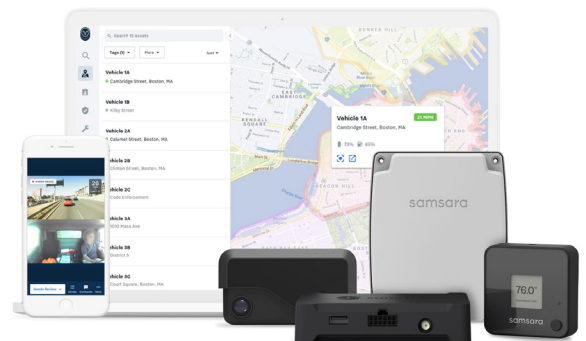
Protect Your Company

Dashcam footage protects your company financially and your drivers' safety – and it also protects the company's reputation. In a truly worst-case scenario, your company vehicle could be involved in an accident that leads to someone's death or serious injury. Since dashcams tend to improve driver safety, your drivers will be less likely to cause or be involved in a serious accident or a situation that could negatively impact your company's reputation.

Focus on What's Important

Installing dashcams in your company vehicles can further protect your employees and company assets, save money, and allow you to focus on what's important: conducting your business!

Accidents, claims, and unexpected costs can all lead to distraction from the service you provide your customers or clients. Dashcams can provide peace of mind that your drivers are safe, your vehicles are sound, and your costs are minimal. Incorporating dashcam technology into your business can further protect your employees, your livelihood, and your company's future.



Merchants Insurance Group has partnered with Samsara to provide discounts on dashcams for company vehicles to eligible Commercial Auto Merchants policyholders who apply at this referral link: https://www.partners-samsara.com/s/customer-deal-registration?language=en_US&referringPartnerEmail=samsara%40merchantsgroup.com

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