

"SAFE•Sim™ will help take training to a whole new level."

New regulations, increasing insurance and worker's compensation costs plus the escalating price of downtime have all caused safety professionals to fine-tune their driver training. Nobody knows that better than Jim Gibson, Safety Manager for Ryan Transportation in Livonia, MI and a 35-year veteran of the transportation industry.

Ryan Transportation is a Michigan-based international carrier of automotive parts that utilizes a variety of drivers. As a former driver himself, Jim knows how important it is for everyone behind the wheel, even those with the best safety records, to continually monitor and challenge themselves. Though it's one of our newest products, Jim's confidence in the Keller product line made him give SAFE•Sim™ a try. He didn't even need to do the 30-day test drive on the product to realize SAFE•Sim™ was a training tool he wanted to use!



Reflecting his commitment to safety, Jim was awarded the Michigan Trucking Association's 2002 Safety Professional of the Year Award

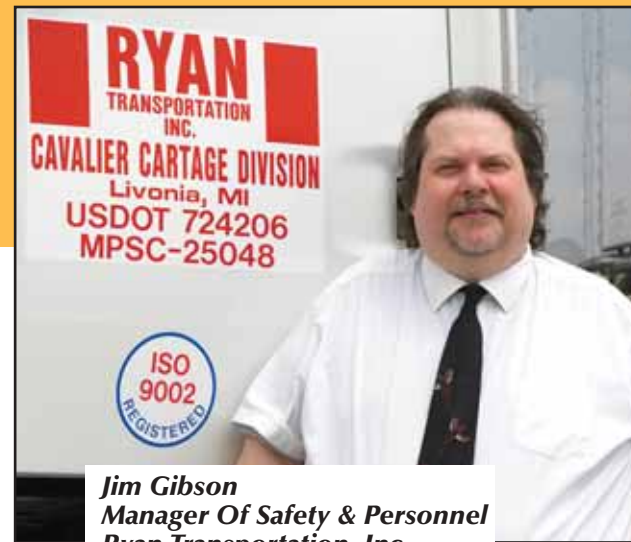
Jim has found PC-based SAFE•Sim™ especially helpful in two crucial areas:

(1) Replay feature for accident reconstruction:

"When an accident occurs in the real world," Jim explains, **"drivers experience so much stress, so much immediate response to the situation, that they don't see the cause right away. They're not thinking about what happened and what could be done to prevent it until after the fact, by which time they're second-guessing themselves."**

SAFE•Sim™ shows drivers immediately, step-by-step, what led up to a virtual accident, allowing them to identify the right actions to avoid it in the future. The simulator can replay a mishap from a variety of angles and views for

a detailed overview of what led up to it. Jim has found it especially useful for helping drivers improve in two problematic areas: intersections and backing.



Jim Gibson
Manager Of Safety & Personnel
Ryan Transportation, Inc.
Livonia, MI

(2) Evaluating drivers before they take to the road:

Jim has performed over 1,000 road tests, and has seen that 40% of the drivers he was evaluating were failing due to lack of proper training. Testing them was very time-consuming, especially when he had to travel to where drivers were and spend many hours in the cab evaluating them.

"Now SAFE•Sim™ works great as a pre-road test. I can get the same assessment of their skills, and its convenience cuts back on downtime for both myself and them!"

SAFE•Sim™ has proven effective in helping Jim identify more subtle problems like anger and stress issues which affect driving, and helping him address them with the drivers before they result in accidents.

"When I set them up on the simulator and leave, they tend to let their guard down when I'm not in the room. And if they have those issues, it begins to show in their driving patterns. The replay component of the simulator allows me to show this to them. They don't get defensive and we can have a positive, action-oriented discussion about it."

It's a great way to help determine how potential drivers react under pressure and follow instructions, helping managers to make better driver selections.



"The drivers are excited about trying SAFE•Sim™ and challenging themselves."

Jim Gibson

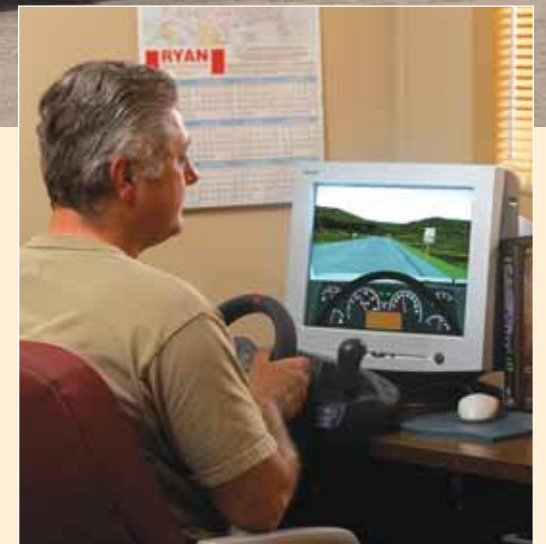
Through his use of SAFE•Sim™, Jim finds yet another benefit: improved communication for his team. When they try the simulator themselves, instructors and managers gain a new perspective on how details like minor obstacles in a loading area can tremendously affect speed and delays for their drivers.

"Even understanding in a small way what drivers deal with will help managers translate a conversation about a problem into a positive action to correct it."

Last year, Ryan Transportation delivered 85,000 loads with an incredible 99.9875% on-time performance rating. Jim is counting on SAFE•Sim™ to help them maintain this impressive record, and most importantly, to do it safely.

If you want an exciting, affordable way that can help improve your drivers' skills and your own company's safety record, call a Keller representative to find out how you too can make SAFE•Sim™ an important part of your training!

"As a training tool, SAFE•Sim™ gets you to start paying greater attention, and use mirrors and signals more," says Mark Hebert, one of Jim's most-experienced drivers.



"SAFE•Sim™ actually feels like you are sitting in a real truck!"

Mark Hebert
Driver for Ryan Transportation, Inc.



Keller's SAFE•Sim™.

Take a 30-day test drive for just \$99.

Good toward full purchase price.

Jim and Mark review the simulator's Trip Report which provides detailed information regarding speed, braking, following distance and other data from the drive.

