



# WRECKSTOPPER PROGRAMS: DRIVING UNDER THE INFLUENCE OF RIC

Ric Newell

## OVERVIEW

Every year, nationwide, preventable wrecks caused by driver error cost transportation companies tens of millions of dollars in personal property damage. It gets worse. The soft costs of vehicle downtime, increased insurance costs, lost productivity, and general disruption of company business often dwarf the cost of the physical damage.

These unnecessary and crippling costs come straight out of the bottom line. Dollars wasted by driver error can never be recouped. The question that begs to be asked is whether your company would accept millions of dollars of lost revenue because of preventable mistakes from sales, administration, or even management?

Avoiding wrecks cannot be taught using traditional driver training. Being a skilled driver, and a safe driver, are not the same thing. Safe driving requires a totally different skill set. If you are spending your time and treasure training drivers how to drive, then you are wasting your efforts.

The Wreckstopper will give your drivers the information they need to avoid wrecks in virtually all situations. Increasing profits can be done by increasing revenue and reducing costs. One safe driver, with no incidents, will save your company thousands of dollars simply by avoiding preventable wrecks. Imagine how much you could save with an entire fleet of safe drivers.

No single program, without looking toward a goal of zero incidents, will be effective. The WRECKSTOPPER is interested in not only the present but in working toward constant improvement in safety skills in the future.

Driving safety and wreck avoidance are the byproducts of a consistent message from management. It is not enough to have a class without having a plan for what happens next. The WRECKSTOPPER is not merely a safety program, it is a path forward to fewer wrecks and increased profits.

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## OUTCOMES

Participants in Ric's programs typically receive the following outcomes:

- > **Drivers learn the tools they need to always be able to avoid preventable wrecks.**
- > **Drivers discover why enjoying driving is a necessary part of being a safe driver**
- > **Management learn to spot potentially unsafe drivers.**
- > **Management learns to develop specific guidelines with the goal of zero crashes.**
- > **Convince both management and their drivers that wrecks are mistakes and mistakes are preventable.**

The WRECKSTOPPER custom designs each program to meet the needs of its client. We will work with both their drivers and safety personnel to produce not only an effective driver safety training experience, but also develop a plan to eliminate wrecks going forward.

## ABOUT RIC NEWELL



Ric Newell has work in industry for over 50 years. After studying for a license to teach Texas Defensive Driving, Ric found his passion and became convinced that wrecks are mistakes and mistakes can be avoided. After working with thousands of the worst drivers in Texas and teaching almost a thousand

state mandated defensive driving classes, The Wreckstopper was born in 2005. In the past decade Ric has worked with dozens of transportation companies, trained thousands of drivers, and keynoted transportation and trade associations in 22 states.

For more information or to book Ric, contact the Safety Institute:

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