



Trimble Launches Global Safety Initiative to Help Fleets Become Safer, More Efficient and Greener

SUNNYVALE, Calif., Sept 13, 2010 /PRNewswire via COMTEX News Network/ -- Trimble (Nasdaq: TRMB) announced today the launch of a global safety initiative to help fleets become safer, more efficient and greener. As part of the fleet safety initiative, Trimble introduced a new addition to its portfolio--Trimble(R) DriverSafety solution. The stand-alone solution is designed to provide real-time feedback of unsafe maneuvers to drivers and a comprehensive picture for safety managers and fleet operation teams to accurately measure and mitigate fleet safety risks. Coupled with Trimble's GeoManager(TM) for GPS fleet management and vehicle diagnostics, organizations can realize the benefits of both telematics and advanced safety reporting in a flexible, integrated solution.

"Trimble's initiative will focus on expanding its safety solutions for fleet and mobile workforce management. The purpose is not only to help fleets become safer, more efficient and productive, but to allow companies to better partner with their insurance providers to reduce risks," said Rick Beyer, vice president of Trimble's Mobile Solutions segment. "Trimble's DriverSafety solution enables organizations to actively reduce hazardous driver behavior, which can lead to reduced costs associated with vehicle accidents and negligence suites. It also promotes behaviors that can increase fuel efficiency and further reduce fuel expense and environmental impact."

"Driving behavior is the largest factor influencing crash costs and fuel inefficiency. Globally, about 6 percent of all fleet vehicles are involved in an accident each year. Many of these are preventable. And, according to the U.S. Department of Transportation, up to 33 percent of fuel consumption can be reduced with less aggressive driving," said Mark Rosenker, former chairman of the National Transportation Safety Board and Trimble Senior Safety Advisor. "As a long time advocate of using technologies to enhance transportation safety, I believe Trimble's innovative approach will deliver measurable improvements that directly translate into cost savings by helping to reduce accidents, injuries and lost productivity, as well as improve fuel economy and reduce CO2 emissions."

About Trimble DriverSafety

Trimble's DriverSafety solution provides insight into risky driving behavior and delivers comprehensive fleet tracking and fuel management capabilities in an integrated platform. It is an ideal tool for managers to evaluate overall driver risks and skills. The solution combines Trimble's advanced drive safe algorithms, GPS technology and vehicle diagnostics data from the engine bus to:

- Provide unobtrusive in-vehicle visual and/or audible feedback to alert the driver of unsafe maneuvers
- Measure the speed and forces exerted on the vehicle during various driving maneuvers
- Report scores for individual drivers as well as a composite score for the fleet based on company-set parameters
- Display location of unsafe driving events
- Monitor vehicle information such as engine idle time, fuel use, mileage and carbon emissions

About Trimble GeoManager

Trimble GeoManager is an on-demand fleet productivity and management solution that integrates GPS, vehicle diagnostics, driver computing, wireless communications and a hosted software application suite. Trimble Mobile Resource Management (MRM) solutions are designed to automate the management of mobile resources and to optimize the service delivery process for customers across a variety of industries. Trimble delivers MRM solutions on a global basis to vertical markets which include: global communications, construction supply, field service, and transportation and distribution. Trimble MRM solutions are designed to provide a secure, scalable, upgradeable, enterprise-class platform, and are offered in on-demand software delivery, on-premise or hybrid environments that can seamlessly connect mobile workers in the field to real-time data. More information about Trimble MRM solutions can be found at: www.trimble.com/mobile_resource_management.

The new Trimble DriverSafety solution is expected to be available in November 2010 as a stand-alone solution or bundled with Trimble GeoManager services.

About Trimble

Trimble applies technology to make field and mobile workers in businesses and government significantly more productive. Solutions are focused on applications requiring position or location--including surveying, construction, agriculture, fleet and

asset management, public safety and mapping. In addition to utilizing positioning technologies, such as GPS, lasers and optics, Trimble solutions may include software content specific to the needs of the user. Wireless technologies are utilized to deliver the solution to the user and to ensure a tight coupling of the field and the back office. Founded in 1978, Trimble is headquartered in Sunnyvale, Calif.

For more information, visit: www.trimble.com

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