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SAMSARA JOINS DRIVING FOR BETTER BUSINESS

[Samsara](#), the pioneer of the Connected Operations® Platform, has joined forces with [Driving for Better Business](#), a free-to-access business engagement programme from [National Highways](#), to improve road safety and help organisations better manage fleet risk.

Driving for Better Business aims to improve work related road safety by promoting good risk management practices and demonstrating the business benefits of managing drivers and vehicles in line with current industry good practice.

Samsara works with some of the world's largest organisations that depend on physical operations to increase the safety, efficiency, and sustainability of their operations. Samsara's customers operate across a wide range of industries including, construction, transport and warehousing, field services, manufacturing, retail, logistics, and the public sector.

Samsara and Driving for Better Business will be partnering to showcase cutting-edge driver safety technology at key industry events this Spring, including exhibiting at the [National Highways Conference](#) at the National Space Centre in Leicester on 25 March and the [Health & Safety Conference](#) at the NEC, Birmingham from 8-10 April. Attendees at the Health and Safety Conference will have the opportunity to experience Samsara's AI-powered safety technology through an interactive HGV driving simulator at the Driving for Better Business Driver Safety Zone. Samsara will also lead a session in the Driver Safety Theatre on data-driven training and AI coaching to enhance fleet safety.

Philip van der Wilt, Senior Vice President and General Manager of EMEA, at Samsara, said: "At Samsara, our mission is to increase the safety, efficiency, and sustainability of the operations that power the global economy. By working with Driving for Better Business, we're creating a world that is safer for all road users. We look forward to the work we can do together to push the important message of road safety even further."

Simon Turner, engagement manager for Driving for Better Business says: "Samsara is developing groundbreaking tools in HGV driver coaching using real time data combined with AI. We are looking forward to sharing this via a hands-on simulator – the first of its kind – on our stand at the Health and Safety Conference in April. This is shaping up to be an exciting partnership.

"Our programme works to support employers in both the private and public sectors to reduce work-related road risk, control the associated costs, and improve compliance with current legislation and guidance – as well as make roads safer for all users."

For more information visit <https://www.drivingforbetterbusiness.com/>

About Driving for Better Business

Driving for work is one of the highest-risk activities that many employees undertake, whether they drive a commercial vehicle, a company car or make work journeys in their own vehicle.

Driving for Better Business is a free to access National Highways business engagement programme, delivered in partnership with RoadSafe, to help employers reduce work-related road risk, protecting staff who drive or ride for work, and others who they may share the road with.

Our mission is to improve safety and reduce risk for all those who drive or ride for work by promoting good management practice and demonstrating significant business benefits.

Our vision is a world where those who use the roads for work do so safely, efficiently, and sustainably.

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About Samsara

Samsara (NYSE: IOT) is the pioneer of the Connected Operations® Platform, which enables organizations that depend on physical operations to harness Internet of Things (IoT) data to develop actionable insights and improve their operations. With tens of thousands of customers across North America and Europe, Samsara is a proud technology partner to the people who keep our global economy running, including the world's leading organizations across construction, transportation and warehousing, field services, manufacturing, retail, logistics, and the public sector. The company's mission is to increase the safety, efficiency, and sustainability of the operations that power the global economy.

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<https://www.samsara.com/uk>

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