

Truck Crashes Zero!!!



TruckSure
By Trevor Toohill

Yeah Right - Sound like a Tui's ad to you?

Well, what I can say is that in amongst our TruckSure client base we have a number of drivers that our records show have had a career with zero crashes, zero injuries, and zero driver's license incidents!

It got me thinking – why do some drivers have crashes and others do not?

Now you may notice I use the word crash and not accident.

Accident by definition - *'an undesirable or unfortunate happening that occurs unintentionally and usually results in injury, damage, or loss.'*

The way I see it is that by this definition an accident is generally caused by an event out of your control.

Crash on the other hand by definition – *'a destructive event resulting from carelessness, unawareness, or ignorance.'*

So I guess you could say that accidents just happen but crashes are caused and can be avoided.

Be honest and quiz yourself. How many accidents have you had or how many crashes have you had?

Interesting when you think about it.

Could you have avoided the accident? Probably not (depending on your skill level and experience).

Could you have avoided the crash? Absolutely!

The high level of crashes in the transport industry has a number of causes and we all know what they are. I have written about this plenty of times and it makes you wonder some times what it will take to get the message through.

Truckies the world over have an **'acceptance of the driving risk'** as an occupational hazard in their profession.

Two words in that sentence totally at odds with each other – acceptance and profession. Acceptance means complacency. Something a professional truck driver would never display. Yes, you are professionals. You are paid to drive your truck with skill and care so the last thing you should be doing is accepting the driving risk.

We hear it said plenty of times that truck driving is a dangerous occupation.

That danger could just about be neutralised if crashes were eliminated, and they can be!

The drivers with a clear history have proved it.

And let's face it, having a crash is an expensive, inconvenient and potentially life threatening experience.

Do not wait for a crash to take place before you decide to do something about it.

Aim to stop the crashes from happening in the first place!

When I was thinking about this article I was going to head it up – 'Mission Impossible', but that is far from the case.

So let's run with something else instead and change the title:

Mission Possible!

Your mission should you decide to accept it.

'Stay focused on the driving task and overcome complacency, inattention, and excessive risk temptation.'

The Target....

Zero crashes. Zero injuries. Zero incidents.

The Reward...

You survive!

Physically and financially

You save!

It is well documented that safe driving has huge benefits in fuel savings as well as for tyres, truck repairs, etc.

You keep your no claims insurance record!

Premiums and excesses can double following an at fault crash.

So don't accept the driving risk. **Make the mission possible – create a crash free custom.**

Good luck! 



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