

## **PAGE ONE**

### **Pinnacle - the home of driver training and education...**

#### **Left Banner Headline:**

**Keeping you in control of your risks and your profitability**

#### **Roundel:**

**Reduce fleet costs by up to 20%**

#### **Right Roundel:**

**Reduce fuel consumption by up to 15%**

#### **Body Copy:**

These days, driving can be very dangerous. And, very costly, too, both for driver and company.

65% of company vehicles every year, are involved in a road incident. That's an extremely worrying statistic. RoSPA said recently, that driving 25,000 miles a year on business, is now more dangerous than working in construction.

This is a compelling reason why companies need to take the necessary measures to ensure their drivers are fully trained and educated in the rules of the road.

**Pinnacle Training Solutions** are the UK's market leader in driver training and we offer a comprehensive range of training solutions for companies with fleets of all sizes - and in all sectors.

We can help you reduce your accidents - and save you money on fuel costs, too. Here's what we mean:

#### **Subsidised EcoDriving**

EcoDriving is a driving style that is proven to lower accident rates, reduce fuel bills by up to 15% - and cut carbon emissions. The training programme is relevant to all drivers and the techniques taught are straightforward, but hugely effective.

The subsidised EcoDriving training scheme is subsidised by a grant from the Department of Transport, making it even more attractive.

#### **Fleet Training**

This popular training scheme will go a long way to ensure your company reduces its accidents while driving for work.

As you will know, the operating costs of a vehicle fleet is a major bottom line item for you. Effective driver training can reduce fleet costs by up to 20% in the first year - and the benefits continue from there.

*For all of your Company Vehicle Training Requirements - Just call us now for a friendly chat on 0333 240 6300 or if you prefer, mail us at [info@pinnaclets.co.uk](mailto:info@pinnaclets.co.uk)*

**PAGE TWO**

**Pinnacle - keeping you and your company on the right side of the law...**

**Left Banner Headline:**

## **Your 'Duty of Care' responsibility is very important**

### **Roundel:**

### **Keeping you and your company safe and legal at all times**

### **Body Copy:**

As a transport professional, you will be aware that the Health and Safety at Work Act 1974, states that employers have a statutory duty to carry out an assessment of the risks to the health and safety of their employees' - including work-related driving activity.

This is vitally important of course - and can help you avoid any nasty situations down the line. And, they can be nasty...

Any fatal road collision is treated by the police as an 'unlawful killing' until proven otherwise. This means that, when appropriate, they may need to interview the employee, managers and directors.

Under today's legislation, if the business has failed to carry out a comprehensive health and safety assessment, thereby failing to comply with the Health and Safety at Work Act 1974, it is deemed to have contributed to the death or deaths in question.

**Directors or Owners could be charged with corporate manslaughter.** There's no need to tell you what that could mean to you and your company.

Any organisation that doesn't carry out the appropriate assessment is failing to provide the appropriate '**Duty of Care**'.

Just one more point to make here.

Many businesses nowadays, do not offer the traditional company car to employees. They prefer to offer either a monthly payment, a personal contract purchase scheme or allow the employee to use their own car when driving for work.

**This does not remove the Businesses Health and Safety responsibilities. There can still be very severe penalties.**

So, why take a chance? Contact us now for your FREE **initial assessment**.

*Call our friendly team now. Pinnacle Training Solutions 0333 240 6300*

## **PAGE THREE**

**EcoDriving courses - saving you fuel and reducing your operating costs..**

**Left Banner Headline:**

**Subsidised EcoDriving Courses**

**Roundel:**

**Reduce fleet costs by up to 20% and fuel consumption by up to 15%**

## **Body Copy:**

Let us train your drivers in EcoDriving and you will immediately see the benefits in your business.

Just as a start, your fuel costs will reduce by 15% and you will greatly reduce the risk of your vehicles being involved in a road accident. Many more benefits will follow...

### **How will EcoDriving benefit my organisation?**

It will make you more effective all round. This proven training scheme offers a whole raft of attractive benefits:

- Reduced fuel consumption and carbon emissions
- Increased MPG by up to 15%
- Reduced risk of vehicle accidents
- Lower risk of vehicle wear and tear
- A clear statement of your commitment to the environment.

### **How does the EcoDriving scheme work?**

Pinnacle Training Solutions are an approved training company for the EcoDriving scheme. We are registered by The Department of Transport and can obtain a grant for you for subsidised training.

All training is delivered by DVSA-registered fleet trainers who have attended one of the EcoDriving 'train-the-trainer' courses. The scheme covers cars and vans - and operates across the whole of England.

There is a wide variety of training available, so you will be able to choose the scheme that suits your company and your budgets. Courses vary in terms of their duration and their focus.

Some courses purely focus on EcoDriving, whilst others are more comprehensive and incorporate other aspects of safety.

All courses can be tailored to meet the exact requirements of your Business.

*To arrange EcoDriving training or to discuss options and prices, please contact us today on 0333 240 6300 - and our friendly team will be delighted to help and advise you.*

## **PAGE FOUR**

### **Pinnacle - training your Fleet - and saving you money...**

#### **Left Banner Headline:**

**Fleet training tailored exactly to your company's needs.**

#### **Roundel:**

**Reduce wear and tear on tyres, brakes and clutches - and reduce CO2 emissions**

**Improve vehicle resale values**

#### **Right Roundel:**

**Reduce fleet costs by up to 20% and fuel consumption by up to 15%**

#### **Body Copy:**

Whatever the size of your fleet, we can provide a training scheme for you, helping you reduce costs and improve profitability.

We can be that confident, because that's what we have done already for thousands of organisations, large and small.

It is likely, that in the next twelve months, around 65% of your company vehicles are going to be involved in a road incident.

This could cost you anything from £750 to £5,000 per claim. That's going to hurt any organisation.

**With our vast range of tailored training courses, we can help you reduce your fuel and running costs and your accidents too.**

The benefits to you and your organisation are many:

- Reduce fleet costs by up to 20% in the first year.
- Reduced fuel consumption of up to 15%
- Less wear and tear on tyres, brakes and clutches
- Improved vehicle resale values
- Fewer accidents and a reduction in repair bills
- Reduced vehicle hire
- Reduced fleet administration costs
- Improve company image by reducing CO2 emissions
- Improved public image by improving the general condition of your vehicles
- Protection from prosecution

*Let us help you today, with all your Fleet Training Requirements. Just call us now for a friendly chat on 0333 240 6300, or, if you prefer, mail us at [info@pinnaclets.co.uk](mailto:info@pinnaclets.co.uk)*