



Dear DriveTag user,

Did you know that road users account for more than 25% of Global CO2 emissions?

And that a mindful driving style reduces the risk of having an accident with more than 50%?

Well, we can do something about this, and DriveTag lends a helping hand!

DriveTag is an effective and playful tool to help us adopt a safer and more energy efficient driving style. The tag and the app can be setup and ready to go in just a few minutes.

You should now have received your personal DriveTag and your Account Creation code.

It's great to have you on board. Together we can make a positive contribution to the environment.

Getting Started

First, you're going to download the DriveTag app. This can be done through either the Apple Appstore, or Google Playstore. To create your account, you will need to use the Account Creation Code you should have already received.

The app will take you through the setup process for your DriveTag. Please follow these carefully as they are important for ensuring your tag and app run effectively.

Please also make sure that you agree to all relevant permissions requested by the app. This ensures accuracy in the registration of mileage, the duration of your journeys, and for calculating your scores. You can personalise your location and privacy settings via the 'More' menu on the app. Most likely, you have agreed with your employer and/or insurer on the use of this data.

Personal (Privacy) Settings

The more data you allow the system to use, the more effective the feedback in the app will be. We recommend you keep the app in default and not in 'Hidden' mode. This way you will be able to review your journeys in the app and view locations where you may have been too enthusiastic using your accelerator pedal.

We only use location data to provide you with more accurate drive style coaching. In default mode, we store this data so that it is available to you (and other individuals, or third parties, authorised by you). If you do not want your data to be stored, you can decide to use the app in 'Hidden' mode. In this case, we will not store, use, or share any of your location data with anybody (including yourself). In 'Hidden' mode, you will still have access to your scores and performance statistics. The choice is yours!

If you ever wish to change your privacy, location, or notification settings, these can all be found in the 'More' menu on the app.



Feedback Mode

Safe driving means limiting our exposure to irrelevant distractions while driving. As such, we recommend you only use the DriveTag app while you are driving if it is secured by a car phone holder.

When you have the DriveTag app in active feedback mode, you will receive real-time feedback on your driving style, and be able to see your scores. After just a short time using the app in active mode, you will quickly be able to gauge when you are driving mindfully, and when you are not. The app will then guide you towards a structurally safe and sustainable driving behavior with all the associated benefits.

The difference in fuel usage between an A-B score and an H score is more than 35%. The likelihood of being involved in an accident is also significantly lower, and A-B scoring drivers also arrive at their destinations significantly more relaxed.

DriveTag is a simple tool designed to coach you into becoming more aware of your driving behaviors. It should help you look at the bigger picture and focus on the progress you make each week and month in saving fuel, and driving mindfully. Don't be discouraged by some individual trips with occasional lower scores. Sometimes other road users will affect your scores inadvertently - that is just the way of the road!

We advise you to use that app actively on your daily commute. We hope you find the app in feedback mode to become a valuable, and integral part of your car's instrument panel.



Scoring and Ranking



Your drive score is determined by your acceleration, braking and cornering as you are driving. You will soon see a pattern in your scores.

A 'SAFE AND CONSCIOUS' driver has a cumulative score of A-C. This indicates that your driving style is mindful and that you anticipate on the behavior of fellow road users and anticipate their moves well in traffic. Your acceleration and braking patterns are controlled and you respect the written and unwritten rules of the road.

A 'FAIR BUT COULD DO BETTER' driver has a cumulative score of D-E. This shows a conscious awareness of how you drive, but your scores are erratic and some days are better than others. It is often the case that average scores suffer from a relative large number of hard braking events, which would suggest you could better anticipate other traffic on the road, and maybe keep a little more distance between you and your fellow road users.

An 'UNSAFE AND UNECONOMICAL' driver has a cumulative score of F-H. You are exploring the limits of your car and you are less concerned about following the rules or your fellow road users. You may often excessively accelerate or brake hard. The consequence of such drive styles is a higher fuel consumption and (far) higher risk of an accident.

One Final Note

Here are a few handy tips for the road...

1. Ensure that all relevant permissions are granted in the app.
2. The DriveTag and app will only work together when your Bluetooth is turned on. If you use 'Flight Mode' on your phone regularly, please check at the beginning of a journey that you are connected to the tag.
3. Only use the App when it is safe to do so. Use a car holder for your smartphone and charge your phone regularly. Online apps such as Google Maps, Waze, and DriveTag consume power when in use, so having your phone on charge while driving can be a good idea.
4. You can refer to 'Help and FAQ' in the 'More' section of the App to find the most common questions posed by users of DriveTag.

We hope you will enjoy using DriveTag and we wish you many safe, relaxed and sustainable miles on the road.



The DriveTag Team