

# New driver risk assessment makes its mark

## Roadmarque® system unveiled by makers of UK's top selling learner driving software

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Driver training software specialist, Imagitech has launched a comprehensive new risk assessment system for occupational drivers.

Roadmarque® has been launched as one of the industry's first truly independent driver risk assessment systems and gives a comprehensive picture of an organisation's risk exposure and the best path for training of drivers to ensure managers target training resources in the most efficient way.

The system is also the first of its kind in the UK to calculate the carbon footprint of individual drivers as well as the organisation as a whole using data obtained from the audit.

Imagitech, based in Swansea, are also authors of the UK's best selling training software for learner drivers “Driving Test Success” which has sold more than two million copies.

Director of Imagitech, Dr Gerhard Manogg said: “Managing occupational road risk is one of the most important fleet issues that the industry is currently facing. It is becoming increasingly front of vision for fleet managers but market research shows there are still a vast number of organisations that do not appreciate the full extent of their duty of care under the new workplace legislation and have not yet embarked on a road safety audit for their business.

“There are still one in 500 at-work drivers who are driving whilst disqualified and one million drivers in the UK have 9 points or more on their licence – facts which show the level of risk employers are facing.

“Roadmarque® has been specifically developed to help fleet managers and those responsible for workplace health and safety to meet legal requirements by ensuring all drivers in their organisation are fully risk assessed and appropriately licensed while driving at work.

“We have used our expertise in software development combined with our knowledge of driver training to produce a definitive yet user-friendly system and one that also has the benefit of calculating an organisation's carbon footprint as more companies look to improve their green credentials.”

The Roadmarque® system assesses individual driver risk, completes a full DVLA driver licence check, measures all road risk areas, reviews driving history, calculates carbon footprint and completes all administration and reports for the organisation. Many factors are used to give a picture of a driver's risk profile including vehicle usage, work patterns, collision history, personal profile combined with the DVLA licence check.

Imagitech is already working with a number of partners on the Roadmarque® system including Fleetcraft, Acuitiv, Auto Risk Solutions and Alan Moffat Training Services. More information can be found at [www.roadmarque.com](http://www.roadmarque.com).



Founding Directors of Imagitech, Dr Michael Bews (left) and Dr Gerhard Manogg (right).