

Making our roads cleaner, greener and safer



How Exeter-based Lightfoot is using technology to change driving behaviour



Often getting the tech right is only half the story...



We need to bring people with us too



Indoor air pollution kills 2 million people a year



As the Freakonomics team suggested...



“What seems like an obvious technology fix doesn’t always work. Because, remember, human behavior can be a lot harder to change than we think...”



They concluded...

“

or, put another way,

BUMMER”

BUMMER”

or, put another way,

We have a problem...

180,000
UK road casualties

29,000
UK premature deaths

We love our cars, but driving is helping kill the planet... and lots of the people who live on it



An early customer...



Finally we identified the problem...



So change driver behaviour, that should be easy...



“Even if education is always welcome, it is insufficient to effectively alter driving habits that have become entrenched over years of practice” *Tulusan et al (2011)*



Introducing Lightfoot®



Lightfoot listens to the engine and talks to the driver to encourage efficient driving



Introducing Lightfoot...

Click [HERE](#) for link to Lightfoot video

Better driving made easy



Commercial Fleet magazine, December 2015

“Lightfoot has virtually eliminated accidents... as employees have adopted a smoother driving style and greater awareness of what’s happening on the road around them...”



David Phillips
Group Logistics Director
HSS Hire



The Lightfoot Exeter Pilot



- 100 local motorists
- Free Lightfoot
- Supported by Exeter City Council and Exeter City Futures



Less stick, more carrots...



Lightfoot and the private motorist...



Making better driving fun, social and addictive



What's in it for the private motorist?



- Improve your driving
- Save money and reduce emissions
- Compete to win prizes



An opportunity for your organisation...



- **Support a local initiative**
- **Encourage more efficient and safer driving**
- **Be part of the buzz**



The other side of our business



Permanent Magnet Electric Motors

- Smaller, lighter and more efficient
- As used in the new all-electric Morgan EV3



Any questions?



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