

Global Fleet Safety Veterans Share Optimistic Outlook at CEI's Global Fleet Driver Management Workshop

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Trevese, PA ([PRWEB](#)) March 14, 2016 -- Global fleet safety performance can be significantly improved by uniform adoption of driver assessment methods, training and procedures for intervention with high-risk drivers, in spite of driving cultures that vary from country to country.

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The three-day event was held at the Hotel Sofitel and drew guests and speakers from across North America, Europe and Latin America. Among the fleets that were represented included AkzoNobel, BristolMyers Squibb, Ecolab, Merck, Mondelez International, and others.

“The case studies presented by the speakers confirmed that while there may be obstacles to establishing a unified approach to fleet safety, they can be overcome when corporate fleet executives take the right steps,” said workshop host Wayne Smolda, President and CEO of the CEI Group, Inc. The key, he said, is demonstrating that a program has had success in saving lives and reducing accidents in a major country, and adapting that paradigm to each country in which a multinational fleet operates.

More than 40 guests and speakers gathered to hear presentations and case studies. Featured speakers included Patrick Hekkert, of the Dutch fleet safety and risk management firm, VVCR; Rosina Cammarota, of the Brazilian fleet safety company, CEPA; Erik Roelofs of Cito (Dutch Assessment Institute); Joe LaRosa, global vice president for NAFA; Eliot Feldstein of Lytx; Mike Antich, associate editor and publisher of Automotive Fleet magazine; Jaap Van Den Akker of AkzoNobel; Joe Simone of Merck; Eli Polak of BAZZ, an Israeli driving safety technology maker; and Ken Latzko and Brian Kinniry of CEI.

About CEI

CEI, a fleet driver management company, is a leading provider of technology-enhanced vehicle accident, driver safety and fleet risk management services. Its provider network consists of some 4,000 collision repair shops in North America, and includes nearly 1,000 truck collision repair centers. Its customers include self-insured, commercial, and institutional and government fleets, directly and through alliances with fleet leasing companies. CEI also provides vehicle direct repair program outsourcing to leading property and casualty insurance companies.

Founded in 1983, CEI has headquarters near Philadelphia, PA, and field sales offices in Trevese, PA; Tulsa,



OK; Atlanta, GA; Dallas, TX and Minneapolis, MN. In 2000, CEI launched its DriverCare™ solution, which include fleet risk management, MVR ordering and compliance, on-line and behind-the-wheel driver safety training and a safety newsletter. For more information about CEI, please visit ceinetwork.com.



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