



**MEDIA RELEASE**

## **Day & Ross Continues Investments in Safety & Development of Professional Driving Team**

**HARTLAND, NB. October 24, 2018:** Day & Ross Transportation Group is proud to announce the purchase of a mobile driving simulator to help further support the development of their professional driving team. The Day & Ross Simulator supports driver evaluation, basic and advanced training under various road, traffic and weather conditions

*“The simulator allows our company to put new and experienced drivers through pre-programmed simulations for both testing, onboarding and advanced training,”* said **Bill Doherty, CEO**. *“This driving simulator is the next step in our safety journey as we target zero accidents, and is just one of the ways we are working towards having the most professional driving team in the industry.”*

In addition to adverse weather conditions, simulations include training to effectively avoid head-on collisions, pedestrians, heavy vehicle traffic, and even animals entering the roadway. The recording of simulator scenarios allows for review, evaluation and driver coaching. The simulator can also develop driving skills that systematically improve fuel efficiency and help reduce environmental impact.

*“This simulator will play a key role in the safe onboarding of new drivers for Day & Ross as we continue to partner with driver training schools and work with immigration programs to attract ‘New Canadian’ drivers,”* said **Mark Osborne, Vice President, Human Resources**.

Over the past three years, Day & Ross has successfully used the latest in-cab technologies, including two-way cameras (forward and driver facing), satellite speed control, and collision mitigation technology. These safety efforts have resulted in a significant reduction in crash cost and severity.

**Watch the video on the new Day & Ross Simulator:** <https://vimeo.com/296726213>

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