

INDUSTRY NEWS

VALERA GLOBAL HOLDS DRIVER ORIENTATION CLASSES

Valera Global (www.valeraglobal.com), a premier provider of executive transportation solutions, has adopted a unique approach to protecting the safety of its passengers and chauffeurs. As the operator of the 14th largest fleet of chauffeured vehicles, they have implemented one of the most comprehensive driver-safety programs in the industry. While many transportation companies focus only on penalizing drivers with a less than perfect history, Valera Global's focus is on rewarding its safest chauffeurs. The cumulative effects of these combined efforts have had positive results. Valera Global now enjoys one of the best safety records in the industry. And, having safer chauffeurs has yielded an added bonus: lower insurance rates, lower operational costs, and increased customer satisfaction.

Elements of Valera Global's driver-safety program include im-

plementing the latest technologies and state-of-the-art safety features such as ongoing performance evaluations via DriveCam (an in-vehicle device that monitors the driving habits of chauffeurs). Valera also holds a wide range of specialized classes for its chauffeurs. These classes include an orientation designed to help applicants make an educated decision on whether to be a professional chauffeur. Other courses cover comprehensive geography, route planning, defensive driving and map reading. Once a chauffeur has completed the necessary coursework, he trains behind the wheel with an instructor for a set number of hours to ensure driver compliance of Valera Global's standards.

For more information, visit Valera Global at www.valeraglobal.com.



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