

VALERA  
GLOBAL



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**Recognizing and Rewarding Safe Driving Leads to Fewer Accidents and Lower Insurance Costs**  
*Valera Global's Driver-Safety Program Benefits the Company and its Clients*

**New York, NY; January 16, 2008** – Accidents happen. One wrong turn, one momentary distraction, one poor decision that another driver makes on the road -- could lead to potentially dangerous and expensive consequences.

New York-based Valera Global, the premier provider of executive transportation solutions, has adopted a unique approach to protecting the safety of its passengers and chauffeurs. The operator of the 14<sup>th</sup> largest fleet of chauffeured vehicles has implemented one of the most comprehensive driver-safety programs in the industry, and it has an unusual twist. 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: Maintaining a certified safety instructor on staff, implementing the latest technologies and state-of-the-art safety features, an intensive pre-screening process for prospective chauffeurs, defensive driving and training seminars for new and previously-hired chauffeurs, ongoing performance evaluations via DriveCam (an in-vehicle device that monitors the driving habits of chauffeurs), compensating chauffeurs for excellence, and an annual awards dinner that recognizes and rewards the chauffeurs with the best safety record.

"During the four years since we implemented the DriveCam system, we have seen a 20% drop in the number of incidents. And our severity rate, a measure of the dollars per mile our claims represent, has dropped from \$0.13 per mile to \$0.02 per mile, that's an 81% reduction." said Valera Global Training Director Tony Notaristefano. "But the camera does not do this alone. We believe these drops are a direct result of our entire safety program, which also includes one-on-one counseling and defensive-driving instruction."

According to Valera Global CEO Robert Mackasek, "We are pleased that our clients can sit back and enjoy the ride, or take care of business if they want to -- knowing their safety is not being compromised. This is far more important to us than any of the financial benefits Valera Global receives. Still, keeping our operating costs down does mean we can offer more value to our clients. Beyond lower insurance rates, having safer chauffeurs also translates into less money spent on car repair bills, maintenance costs, interruptions to service, liabilities, lost productivity, sick leave, temporary staff, third party vendors, and fuel costs."

On Saturday, January 12<sup>th</sup>, Valera Global held its Eighth Annual Awards Dinner, recognizing driver safety and other achievements. Categories included: Accident Free Recognition Awards, Rookie of the Year, Most Improved Chauffeur, Best Kept Vehicles, Best Dressed Chauffeurs, Top Earning Chauffeurs, and Chauffeur of the Year, among others.

“Everyone at Valera Global looks forward to the awards ceremony each year. It’s become a very competitive event, and you need to be among the best to win,” said Notaristefano. “Not everyone goes home with an award, but I assure you that all of our chauffeurs take the issue of driver safety very seriously, and they are all winners as far as I am concerned. Our comprehensive program empowers new and existing chauffeurs to continue to learn new skills and improve their performance throughout their career with Valera Global.”

#### **About Valera Global**

Valera Global provides executive transportation solutions in major U.S. cities and European destinations. Founded in New York City in 1987, Valera Global is known for its one-of-a-kind chauffeur training program that stresses safety, attention to detail and customer service. The company’s tiered services give clients maximum flexibility when it comes to selecting vehicles and even preferred chauffeurs. Valera Global is the transportation solution of choice for Fortune 500 executives, celebrities, political officials and other high-profile businesspeople. Honored by the International Taxi & Livery Association (ITLA) for its positive work environment and high chauffeuring standards, Valera Global is the transportation provider of choice for the driven professional. For more information on Valera Global, please visit [www.valeraglobal.com](http://www.valeraglobal.com).