samsara

Samsara Safety Report

Benchmarking the Future of Fleet Safety

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Data is key to making our roads safer

Over the past few years, approaches to fleet safety have been changing. For decades, fleet risk management relied on reactive response and one-on-one interventions. Now it's defined by real-time visibility, personalized coaching at scale, and measurable ROI. Fleets of all sizes are using data and AI to improve operations—and leaders are eager for insights that can help them better understand and improve driver safety.

The *Samsara Safety Report* is a benchmarking analysis based on anonymized, aggregated data from thousands of fleets worldwide. By analyzing key safety metrics across region, industry, and fleet size, we uncover patterns and insights that can help fleet managers and thought leaders alike improve the safety of our roads.

Underpinning this analysis are the people driving real change behind the scenes in fleet safety—the safety managers, drivers, and others who manage risk every day. Our findings are proof that thoughtfully deployed technology can create outsized impact for fleets, drivers, and entire communities. We're proud to help our customers set a new standard for safety.

Johan Land
Senior Vice President of Product and Engineering, Safety & AI

A note on methodology

The *Samsara Safety Report* is based on a cohort analysis of anonymized, aggregated data points from thousands of fleets worldwide, looking at key safety metrics within customers' first 30 months (two and a half years) with Samsara. Unless otherwise specified, the analysis focused on medium to large fleets (175+ vehicles), representing more than 2.6K fleets. The 30-month window—starting in 2023 to establish a post-pandemic baseline—provides critical trend clarity, capturing seasonal and operational variability and ensuring insights are robust and actionable. The analysis period additionally follows best practices for the Pearson correlation coefficient. Safety performance metrics are expressed using a weighted average based on 1 million miles driven and aggregated by tenure. Speeding is represented as a share of time driven.

Key metrics include:

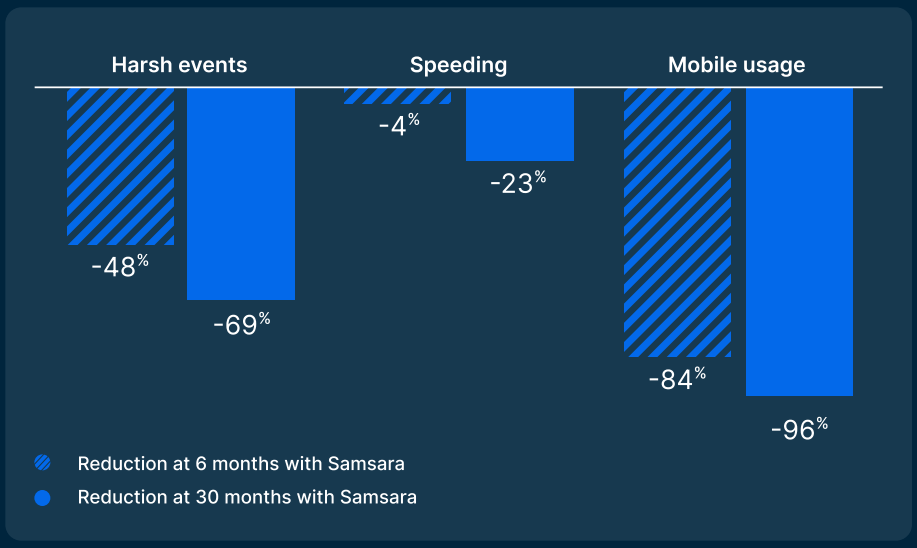
- Harsh events (harsh braking, harsh acceleration, and harsh turning events) per 1 million miles
- Speeding percentage of total time driven
- Mobile usage events per 1 million miles
- Crash rate per 1 million miles

See full methodology →

Samsara has an immediate and lasting impact on safety.

Samsara customers see significant and continuous reductions in risky behaviors over time. **Within the first six months,** in aggregate, customers see a 48% decrease in harsh events, 4% decrease in speeding, and 84% decrease in mobile usage.

These **improvements continue to strengthen over time,** demonstrating the long-term value of the technology. At 30 months, customers see a 69% decrease in harsh events, 23% decrease in speeding, and 96% decrease in mobile usage.



Larger fleets see even greater safety improvements over time—fleets with 500+ vehicles see an 84% decrease in harsh events and a 98% decrease in mobile usage after 30 months.

Key Findings

Customers who implement Samsara's complete AI safety solution* see a **significant decrease in crash rate.**

* Across all analyzed customers who implemented Dual-Facing AI Dash Cams, in-cab alerts, and coaching

37%↓

decrease in crash rate at 6 months

73%↓

decrease in crash rate at 30 months

Samsara customers see **significant improvements in Compliance, Safety, and Accountability (CSA) scores** across the publicly available Behavior Analysis and Safety Improvement Categories (BASICs).

Read more about Samsara's impact on safety on page 07 →

43%

improvement in Unsafe Driving score

after 30 months with Samsara

57%

improvement in HOS Compliance score

after 30 months with Samsara

What else the data reveals

Regional differences have a significant impact on fleet safety.

Canada has the lowest crash rates (-9% below the global rate), but higher speeding (+38%)

→ May be linked to expansive/vast geography and sparse population

Western Europe has lower speeding (-61% below the global rate) but the highest rate of harsh events (+65%)

→ Contributing factors could include stricter laws and automated enforcement, high traffic density, and complex urban road networks

Mexico has lower speeding (-25% below the global rate), but the highest crash rate (+60%) and mobile usage rate (+238%)

→ Possibly result of security risks and limited enforcement around distracted driving

Read more about regional safety disparities on page 18 →

Safety metrics vary significantly by **industry**, too.

Transportation and warehousing fleets have lower harsh events (-52% below the global rate), mobile usage events (-23%), and crash rates (-31%)

→ Could be a direct result of the fact that, as their primary profession, drivers are supported by extensive training and coaching resources

Mining/oil/gas fleets have higher crash rates (+106%)

→ Likely due to extreme operating conditions in remote locations

Read more about industry risk profiles on page 20 →

Samsara's impact on safety

Decrease in risky behaviors

Looking at customers' first 30 months with Samsara, we can clearly see significant and progressive improvements in risky driving behaviors over time. Reductions are calculated based on anonymized, aggregated data compared to customers' first full month on the Samsara platform.

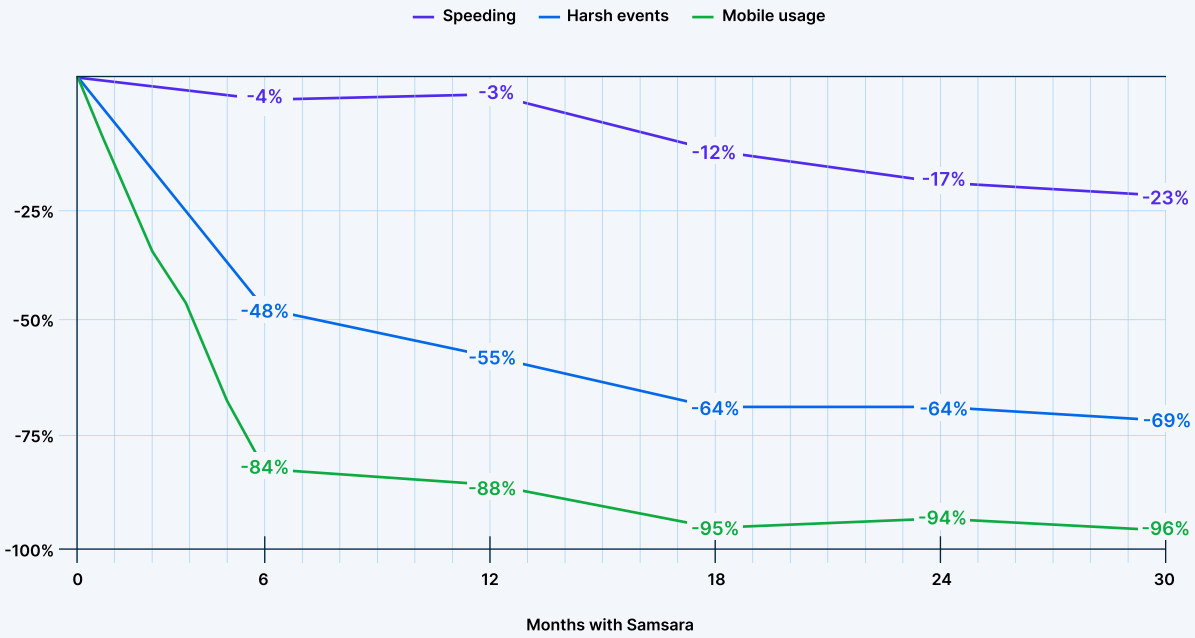
Harsh events
Samsara customers see a significant reduction in harsh events over time. Harsh events decrease by 48% at six months and 69% at 30 months.

Speeding
Speeding decreases by 4% at six months, improving more than 5x to a 23% decrease at 30 months.

Mobile usage
Mobile usage shows the most dramatic and sustained improvement. In aggregate, mobile usage decreases by 84% at six months and 96% at 30 months.

Reduction in risky behaviors over time with Samsara

Aggregate reductions compared to month one baseline for fleets with 175+ vehicles



Decrease in risky behaviors

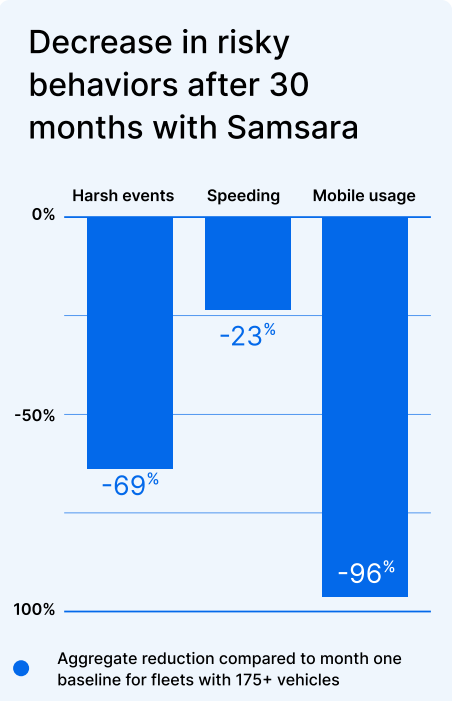
The velocity of improvement is fastest in the first six months of using Samsara's technology, indicating how newfound, real-time visibility and discipline combine to create immediate improvements. This could be attributed to several factors often seen with the introduction of new technologies:

- **Initial awareness and correction**
  The initial deployment of a new technology often spurs newfound awareness and action. Drivers may become aware of habits they were previously unaware of, leading to a quick and significant change.
- **Targeting "low-hanging fruit"**
  The most egregious behaviors are easiest to identify and correct. Addressing these "low-hanging fruits" leads to quick, measurable improvements in the first few months.
- **Focus and training**
  The initial rollout of a new safety program is often accompanied by focused training and communication, reinforcing the importance of the program and motivating drivers to adopt safer habits from the start.

After the initial period, the rate of improvement slows as the most obvious behavioral issues are addressed, and the focus shifts to a more gradual process of continuous reinforcement and fine-tuning. However, **safety improvements continue to grow over time with Samsara,** indicating how the technology continues to deliver long-term value.

On average, at 30 months with Samsara, customers see a:

- 69% decrease in harsh events
- 23% decrease in speeding
- 96% decrease in mobile usage



Decrease in risky behaviors

Larger fleets see even greater decreases in risky behaviors

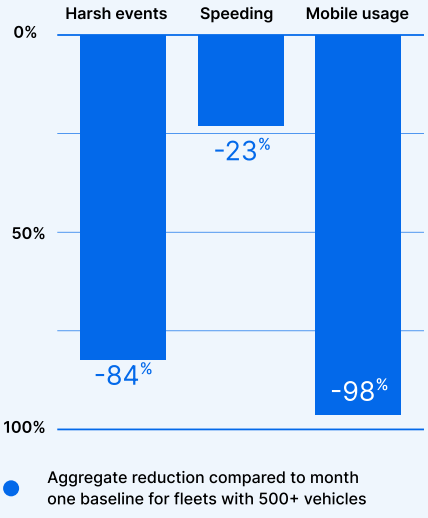
Reductions in harsh events, speeding, mobile usage, and crash rate are even more pronounced for larger fleets. At 30 months with Samsara, customers with 500+ vehicles see, in aggregate:

- 84% decrease in harsh events
- 23% decrease in speeding
- 98% decrease in mobile usage

Large fleets are more likely to implement standardized safety protocols and have more safety resources, such as dedicated safety managers, comprehensive driver training programs, and proactive risk management strategies.

Read more about fleet size dynamics and outcomes on page 19 →

Decrease in risky behaviors after 30 months with Samsara, large fleets



Decrease in risky behaviors

Correlation between reductions in risky behavior and platform tenure

Metric	Correlation*	95% confidence interval**	Interpretation
Harsh events	-0.84	[−0.92 , −0.69]	Strong decline with tenure
Mobile usage	-0.53	[−0.75 , −0.20]	Moderate decline with tenure
Speeding	-0.90	[−0.95 , −0.79]	Very strong decline with tenure
Crash rate	-0.85	[−0.92 , −0.70]	Strong decline with tenure

To better understand the **association between fleet platform tenure and aggregate improvements in safety-related outcomes,** we calculated the **Pearson correlation coefficient (*r*)** between months on platform and each key metric: crash rate, harsh events, mobile usage, and speeding.

Pearson's *r* measures the *strength and direction of a linear association* between continuous variables, allowing us to quantify how consistently these measures change over time. Negative correlations indicate that as fleets spend more time on the platform, **crash rates and risky behaviors tend to decline.** This exercise is intended to show association, not causation, and confidence intervals were calculated to illustrate the statistical reliability of each correlation estimate.

After 30 months of tenure on the Samsara Platform, all key safety metrics analyzed show strong negative correlations (Pearson's *r*) with months on the platform—meaning that, as fleets spend more time with Samsara, risky driving behaviors and crash rates generally decrease.

Speeding and harsh events show the steepest improvements, while mobile usage declines more gradually. Crash rate follows the same directional trend ($r = -0.85$ with tenure) and is included for contextual alignment, not to suggest causation. Across platform duration analyzed, fleets demonstrate steady reductions in risky behaviors—including harsh braking, mobile usage, and speeding—alongside a decline in crash rates.

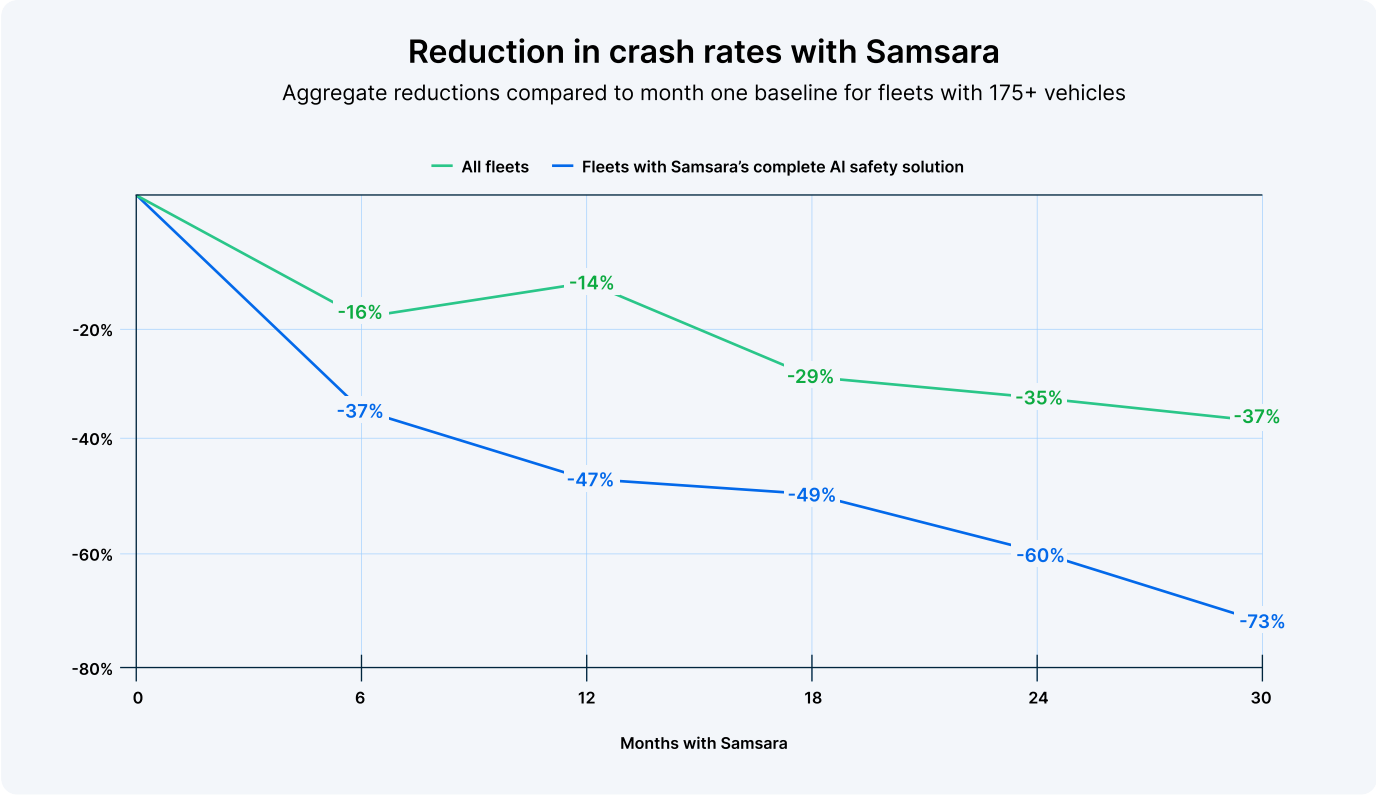
These results indicate a strong association between platform tenure and safer driving behaviors, though not necessarily a direct causal effect.

* Correlation coefficients always fall between -1 and 1. If the number is positive, this means that as one thing increases, the other also tends to increase. If the number is negative, this means that as one thing increases, the other tends to decrease. A value near 0 means almost no relationship—the two things are not connected in a predictable way. A value close to 1 or -1 means a very strong relationship—a change in one is closely linked to a change in the other. In general, an absolute value <0.20 is considered a very weak correlation; 0.20–0.39 is considered weak; 0.40-0.59 is considered moderate; 0.60–0.79 is considered strong; and 0.80 is considered very strong.

** A 95% confidence interval means the calculated range is likely to contain the true value with a 95% certainty.

Reduction in crash rates with AI

To understand how AI is accelerating safety outcomes, we compared the overall aggregated crash rate for fleets with 175+ vehicles to those that have implemented Samsara's complete AI safety solution, the gold standard for improving safety and reducing crashes. The difference is striking: fleets with 175+ vehicles using the full AI suite—including dual-facing AI Dash Cams, in-cab alerts, and driver coaching—achieve a **73% reduction in crash rates over 30 months,** nearly 2x compared to a 37% reduction among fleets with 175+ vehicles overall. Together, these improvements emphasize the impact AI-driven visibility and real-time coaching have in delivering faster, deeper, and more sustained improvements in fleet safety performance.



Reduction in crash rates with AI

Dual-Facing Dash Cams are more than twice as effective

When isolating safety improvements by camera type, customers who implement Dual-Facing Dash Cams see an aggregate reduction in crash rate **2x greater** than customers who implement Front-Facing Dash Cams alone. Dual-Facing Dash Cams provide full visibility into both what's happening on the road and how the driver is behaving—making it possible to alert drivers to risky behaviors like drowsiness and mobile usage. This creates a highly effective feedback loop that changes driver behavior.

Type of dash cam	Reduction in crash rate at 30 months with Samsara
All analyzed customers, isolating dash cam type alone	
Front-Facing	-17%
Dual-Facing	-34%
Customers with 175+ vehicles, isolating dash cam type alone	
Front-Facing	-19%
Dual-Facing	-39%†

† Customers can **nearly double the 39% reduction in crash rate again—to 73%—by implementing Samsara's complete AI safety solution.** Customers who implement in-cab alerts and coaching, in addition to Dual-Facing AI Dash Cams, see a 73% aggregated decrease in crash rate at 30 months. Based on 2022–2025 customer cohort.

Improvement in CSA scores

What are CSA scores?

CSA scores, or Compliance, Safety, and Accountability scores, are a key metric used by the Federal Motor Carrier Safety Administration (FMCSA) to assess the safety performance of commercial motor carriers. These scores are essentially a percentile ranking that compares a carrier's safety record to that of its peers. The lower the score, the better the company's safety performance.

CSA scores are based on data from roadside inspections, crash reports, and investigations over a 24-month period. This information is organized into seven Behavior Analysis and Safety Improvement Categories (BASICs): Unsafe Driving, Crash Indicator, Hours-of-Service (HOS) Compliance, Vehicle Maintenance, Controlled Substances/Alcohol, Hazardous Materials (HM) Compliance, and Driver Fitness.

Two of the seven BASICs, Crash Indicator and Hazardous Materials Compliance, are considered private and only accessible by the motor carrier itself and authorized FMCSA and state enforcement personnel. The other five BASICs are public and can impact various aspects of a carrier's operations, including insurance premiums, the frequency of regulatory inspections, and their reputation with customers, the public, and potential employees.

Comparing fleet performance prior to deploying Samsara, and using the exact same profile for fleets with 175+ vehicles, Samsara analyzed how customers' publicly available BASIC scores changed from the 30 months prior to Samsara to the 30 months post-adoption. In aggregate, improving customers see:

43%
improvement in Unsafe Driving score

57%
improvement in HOS Compliance score

35%
improvement in Vehicle Maintenance score

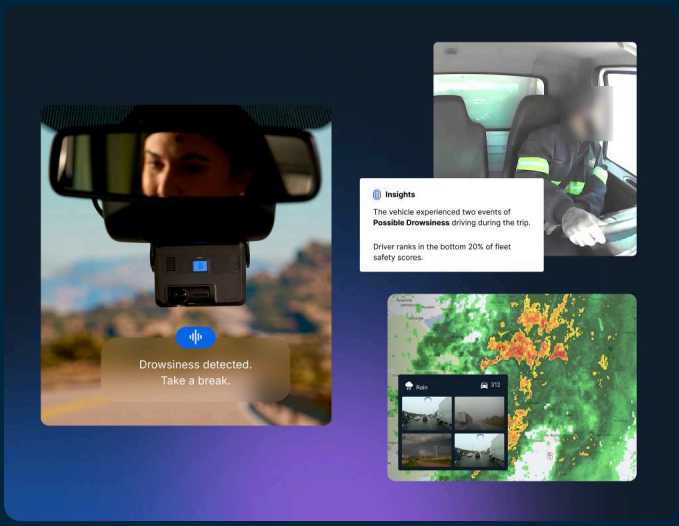
83%
improvement in Controlled Substances/ Alcohol score

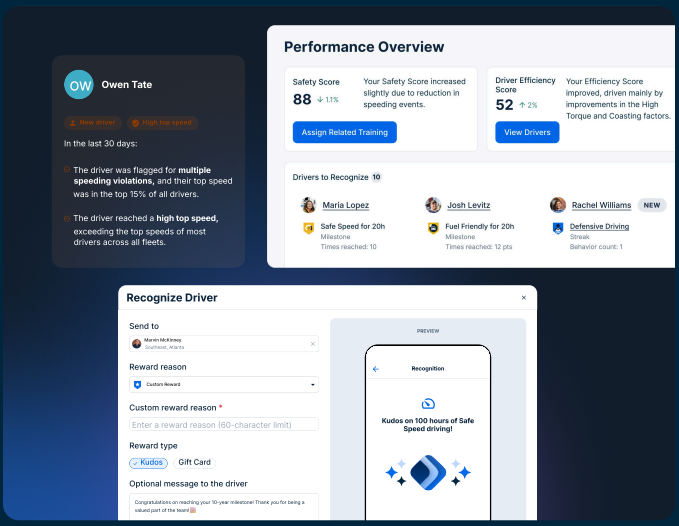
59%
improvement in Driver Fitness score

The technology driving these improvements

By combining AI cameras, automated feedback, and a trusted driver-first experience, Samsara helps fleets reduce risk without adding resources or overburdening existing teams. Our customers are able to achieve significant and lasting safety improvements because our safety solution is different from others in the market today.

Samsara brings everything you need to dramatically reduce risk into one platform—AI risk detection, real-time alerts, weather and context, coaching and training, driver recognition, qualifications management, emergency response, and claims and incident investigation. Here's what makes us different:





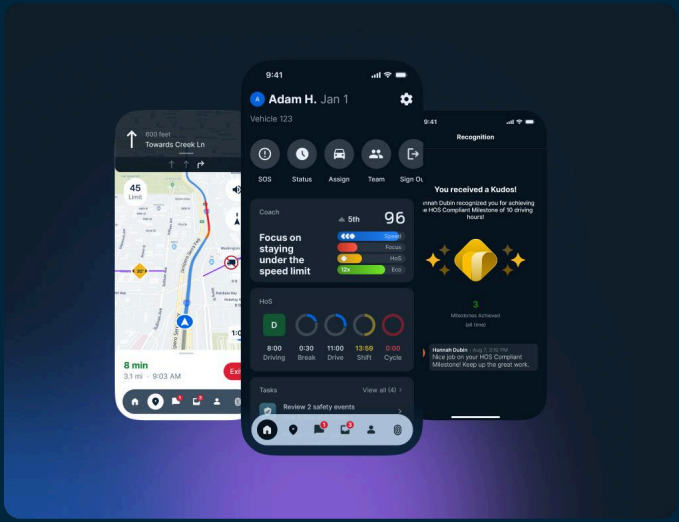
Most complete view of risk

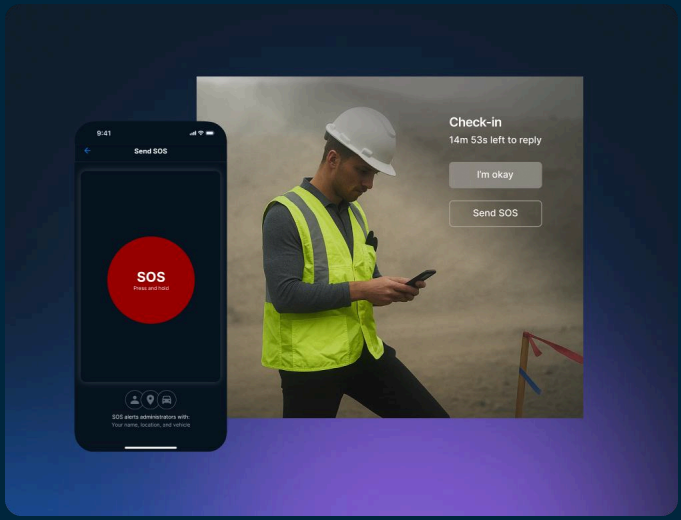
Samsara's 30+ AI detections ensure extensive risk visibility—across driving behaviors (such as drowsiness, mobile usage, and tailgating), risks around the vehicle (such as blind spots and pedestrians), and contextual risks (such as road conditions, weather, and traffic). This stands apart from other safety solutions, which only flag isolated risky events and miss environmental hazards or patterns.

World-class coaching, training, and recognition—without extra resources

Samsara's AI and automation make it possible to run a world-class safety program at scale. AI reviews and prioritizes events based on severity, frequency, trip conditions, and driver history—and automatically sends most feedback directly to drivers. Managers can focus on coaching highest-risk drivers and recognizing top performers, with AI-powered insights to help them be world-class coaches. This offers a distinct advantage over other safety solutions that rely on manual event reviews and time-consuming coaching and training workflows that aren't scalable and can lead to misses.

The technology driving these improvements





An experience that keeps drivers engaged

Safety is built into the Samsara Driver App, alongside other work drivers do each day like navigation and compliance. Coaching is part of a driver's daily routine; it's self-paced and the driver stays in control. Our top-rated Driver App keeps drivers engaged with balanced feedback via a combination of coaching and positive recognition—creating sticky habits and behavior change at scale. Our in-cab AI alerts are designed to minimize false positives and alert only on imminent, severe risks to maintain driver trust in the technology. This stands apart from other safety solutions, which spread workflows across multiple apps, provide one-sided feedback with no positive recognition, overwhelm drivers with too many alerts in cab, and make coaching feel tedious or punitive.

Safety outside of the cab

With one-click SOS, proactive worker check-ins, and real-time incident response, we protect your teams wherever they work. No other provider offers this in a single platform.

Learn more about Samsara's safety solution

Safety insights by region, fleet size, and industry

Safety insights by region, fleet size, and industry

Looking at customers' first 30 months with Samsara, we also analyzed safety trends based on region, fleet size, and industry.

Regional safety disparities

Safety metrics per 1 million miles, compared to the rate across all industries within the analyzed cohort of Samsara customers.

Region	Harsh events	Speeding	Mobile usage	Crash rate
United States	+1%	-2%	-11%	-4%
Canada	-22%	+38%	-80%	-9%
Western Europe‡	+65%	-61%	-66%	+26%
Mexico	+17%	-25%	+238%	+60%

United States

The United States is close to the global rate for speeding overall (-2% below baseline). While its crash rates are moderately below the global rate, they are slightly higher than those in Canada. Mobile phone usage while driving is moderately below the global rate (-11%), which may reflect increased attention within the country on distracted driving.

Canada

Canada has the lowest crash rates (-9% below baseline) and mobile usage (-80%) globally, making it one of the safest countries for road traffic according to our data. This may partially be due to its strict laws, rigorous enforcement, and high fines. Interestingly, despite this, Canada has the highest rate of speeding (+38%) and the lowest rate of harsh events (-22%), which may be linked to its vast, rural geography and sparse population.

Western Europe

Western Europe‡ has the lowest speeding rates (-61%), likely due to strict laws, automated enforcement, and a cultural emphasis on compliance. However, it experiences the highest rate of harsh events (+65%) and crash rates that are moderately above the global rate (+26%). High traffic density and complex urban road networks may be contributing factors.

‡United Kingdom, Ireland, Germany, France, Belgium, Netherlands, and Luxembourg

Mexico

Mexico has speeding rates that are moderately below the global rate (-25%), which may partially be due to road conditions and older vehicles. Despite the lower speeding rate, Mexico has the highest crash rate (+60%) and mobile usage rate (+238%) among the regions analyzed. This suggests that factors other than speeding, such as security risks and limited enforcement around distracted driving, could be more significant contributors to crashes.

Fleet size dynamics and outcomes

Safety metrics per 1 million miles, compared to the rate across all size fleets within the analyzed cohort of Samsara customers.

Fleet size	Harsh events	Speeding	Mobile usage	Crash rate
Small 31–175 vehicles	-2%	+15%	+45%	0%
Medium 176–499 vehicles	-4%	-13%	-37%	-1%
Large 500–999 vehicles	+1%	-24%	+6%	-15%
Enterprise 1,000+ vehicles	-8%	-35%	+7%	-4%

Small- to medium-size fleets

These fleets show a mix of trends. Harsh events, crash rates, and speeding are relatively close to or slightly below baseline. Interestingly, mobile usage is significantly higher than baseline (+45%) for fleets with 31–175 vehicles and significantly lower than baseline (-37%) for fleets with 176-499 vehicles. The mixed results in this category could reflect the high variance in resources and types of safety programs among small to medium-size fleets.

Large and enterprise fleets

Large fleets often have the resources to invest heavily in safety. This includes dedicated safety managers, comprehensive driver training programs, and proactive risk management strategies. This investment likely contributes to their lower rates of harsh events, speeding, and crashes. Mobile usage shows a slight increase for these groups; +6% above baseline for fleets with 500-999 vehicles and +7% for fleets with 1,000+ vehicles. This could be attributed to the widespread use of organization-provided smartphones or tablets for navigation, electronic logging, and communication, which are often integrated into large fleet operations.

Industry risk profiles

Safety metrics per 1 million miles, compared to the rate across all industries within the analyzed cohort of Samsara customers.

Industry	Harsh events	Speeding	Mobile usage	Crash rate
Construction	+31%	+6%	-4%	+32%
Mining/Oil/Gas	-8%	-7%	-37%	+106%
Government/Public Sector	+536%	-8%	+67%	+103%
Passenger Transit	+44%	+6%	+16%	+15%
Transportation/Warehousing	-52%	-2%	-23%	-31%
Field Services	+47%	+1%	-27%	+44%
Utilities	+10%	+3%	-2%	+23%
Consumer Products/Retail	+10%	+4%	+217%	+29%

Construction

High rates of harsh events (+31%) and crashes (+32%) in the construction industry are likely a result of the challenging and dynamic work environment. Drivers may operate on and off-road, often in congested areas or at job sites with limited space. The nature of the work—which may involve tight deadlines and multiple stops—can also contribute to aggressive driving behaviors.

Mining/Oil/Gas

An elevated crash rate (+106%) for mining/oil/gas fleets is likely due to extreme operating conditions and remote locations. Vehicles in this sector often travel on rough, unpaved roads and are exposed to unique hazards. Below-baseline rates of harsh events (-8%), speeding (-7%), and mobile usage (-37%) may reflect strict safety policies and the use of specialized, heavy-duty vehicles that are not conducive to aggressive driving or phone use.

Government/Public Sector

Exceptionally high rates of harsh events (+536%) and an elevated crash rate (+103%) for government/public sector fleets are likely due to the diverse and often demanding nature of their operations, which includes emergency services, urban sanitation, and rural public works. This sector often deals with a variety of vehicle types and driving conditions. Slightly below the baseline speeding rate (-8%) may be a result of established routes and a focus on maintaining lower speeds for safety, but this may not be enough to counter other risks.

Industry risk profiles

Passenger Transit

High rates of harsh events (+44%) and elevated metrics across the board could be due to the high density, stop-and-go nature of urban and suburban driving. Drivers in this sector constantly navigate traffic, make frequent stops, and deal with passengers, which may increase the likelihood of sudden braking or acceleration and minor incidents.

Utilities

Higher-than-baseline harsh events (+10%) and speeding (+3%), paired with slightly lower mobile usage (-2%), suggest that while utility fleets maintain disciplined communication habits, their operational environments may introduce other sources of risk. Utility drivers often navigate complex work zones, respond to urgent service calls, and operate large vehicles in residential or congested areas—all of which can lead to more frequent harsh maneuvers or modestly elevated speeding rates. However, the reduced mobile usage points to continued adherence to strict device-safety policies and driver monitoring standards across the sector.

Transportation/ Warehousing

This industry sees significantly below-baseline harsh events (-52%), mobile usage (-23%), and crash rates (-31%). This could be attributed to the fact that driving is the primary profession for those behind the wheel, and there are a lot of resources dedicated to coaching and training drivers in this industry. Many companies in this sector have a high level of operational maturity, and were early adopters of using data from telematics to coach drivers, optimize routes, and enforce strict safety policies, leading to improved outcomes.

Consumer Products/Retail

The highest rate of mobile usage (+217%) suggests that drivers in this sector are heavily reliant on mobile devices for tasks like navigation, delivery updates, and customer communication. This reliance, even if for work purposes, can be a major distraction and could contribute to the industry's higher than baseline crash rate (+29%).

Field Services

High rates of harsh events (+47%) and crashes (+44%) in this industry may in part be due to the nature of the work. Drivers are frequently on the road, making multiple stops at customer locations. This often involves navigating unfamiliar residential areas and congested city streets, which increases the risk of incidents.

How leading organizations are improving safety with Samsara

United States — Transportation & Logistics

DHL

DHL is one of the largest logistics companies worldwide. With more than 5,500 drivers and 4,400 vehicles across their DHL Supply Chain and DHL Express divisions, improvements in safety have an incredible impact. Since a large portion of their fleet runs overnight, safeguarding their drivers and the public from drowsiness is particularly top of mind. Before Samsara, they relied on driver and witness accounts when investigating drowsy-driving incidents.

With Samsara, DHL can now coach drivers proactively on leading indicators. Drowsiness Detection alerts and Lane Departure Warnings allow them to quickly verify instances of drowsiness and proactively get fatigued drivers off the road, preventing accidents and saving lives. Gamification of safety through Samsara Driver Safety Scores has been particularly impactful, motivating drivers to self-correct risky behaviors before they become bigger issues.

> At our scale, safety has a huge ripple effect. It doesn't just impact our employees and their families—it benefits the general public."

Fred Matthews
Sr. Project Manager, Safety Programs

See the full case study →

Results

DHL Express

65%
reduction in harsh driving incidents

26%
reduction in accidents

49%
reduction in accident-related costs

DHL Supply Chain

50%
reduction in speeding

50%
reduction in mobile usage

50%
reduction in driver turnover

United States — Construction

The Rasmussen Group

The Rasmussen Group often delivers materials to hazardous construction sites, navigating rough terrain, hilly areas, and tight residential spaces. Their previous dash cam system was slow, delaying the feedback needed to proactively change driver behavior.

Rasmussen deployed Samsara AI Dash Cams to develop a comprehensive safety program. Now, in-cab alerts provide real-time coaching to drivers, correcting unsafe behaviors as they happen. Coaching workflows empower their safety coaches to provide high-quality, consistent feedback to drivers in less time, and Safety Scores encourage personal responsibility for safe driving.

> Our drivers operate in high-risk, unpredictable environments. That's why it's so important to change behavior in the moment. The AI technology powering in-cab alerts helps us proactively improve driver awareness and safety."

Tim Janssen
Chief Operations Officer

See the full case study →

Results

90%
reduction in mobile usage

25%
reduction in backup incidents

70%
reduction in speeding

$2.6M
saved in legal expenses and loss exposure

United States — Government

The City of New Orleans

The City of New Orleans relies on a large fleet of ambulances, sprint cars, and other vehicles to respond to nearly 70,000 emergency calls every year. For the New Orleans Emergency Medical Services (NOEMS) department and Equipment and Maintenance Division (EMD), a lack of real-time visibility and a fragmented tracking system made it difficult to ensure the safe use of expensive public assets.

As part of their overall focus on safety, the City deployed Samsara AI Dash Cams in ambulances and other vehicles. Now, they can identify unsafe behaviors—including distracted driving, drowsy driving, following too closely, not wearing seat belts, speeding, and rolling through stop signs—and improve coaching for EMTs, paramedics, and other drivers. NOEMS also uses Safety Scores to encourage drivers to maintain safe behavior.

> With Samsara, we now have full, real-time visibility across our operations. That means quicker decisions, better resource allocation, and ultimately, improved public safety.

Gerry Figueroa
Operations Administrative Major, Special Events

See the full case study →

Canada — Transportation & Logistics

Caron Transportation Systems

For nearly 80 years, Caron Transportation Systems has built a reputation as one the most trusted carriers of dangerous goods in North America. Caron hauls high-risk materials like liquid chemicals, dry bulk, and aggregates like gravel and coal—loads that demand strict regulatory compliance, real-time monitoring, and consistent safety protocols for every trip. Before Samsara, their safety team was spending hours each week manually tracking speeding events and coaching drivers. Risky behaviors—like harsh braking and rapid acceleration—were negatively affecting their carrier profile score.

After evaluating multiple providers, Caron chose Samsara. Since implementing Samsara AI Dash Cams, Caron has achieved significant improvements in fleet safety, risk reduction, and driver performance. In-cab alerts promote safer driving habits in the moment, giving drivers a chance to self-correct before the event is escalated to a manager. This instant feedback loop is central to Caron's behavior-first safety strategy—empowering drivers to make real-time adjustments, reducing incident frequency, and helping maintain a strong carrier profile score.

> With Samsara, you combine increased revenue with improved driver morale and reduced equipment downtime. The results are huge."

Perry Boudreau
Safety Manager

See the full case study →

France — Haulage

Trans Proxim Froid

Trans Proxim Froid is a refrigerated transport company that was facing challenges with driver safety, maintaining the cold chain for their deliveries, and accurately tracking their fleet. Their previous geolocation tool had limited functionality, leading to inefficiencies and a high number of road accidents.

The company implemented Samsara's fleet management platform, which included Dash Cams, temperature sensors, and advanced telematics. This allowed for real-time tracking of vehicles, monitoring of refrigerated temperatures, and AI-powered driver coaching to improve road safety.

> The safety of our drivers is an absolute priority. In-vehicle technologies such as dash cams now make it possible to act very effectively to reduce the number of road accidents and protect drivers, and we believe that it would be irresponsible not to use this tool."

Julien Normand
Director of Trans Proxim Froid

See the full case study →

Mexico — Transportation & Logistics

Garcia’s Trucking

Garcia's Trucking, a 29-year-old company operating 200 trucks, was transitioning to an institutionalized model. They faced significant occupational road risk due to driver scarcity, insecurity, and the need to continuously improve operators.

The company required robust technology to support growth, prioritize employees, and identify root causes of safety issues. Garcia's implemented Samsara's AI safety system, including AI Dash Cams and Safety Scores, across their fleet. This allowed them to monitor driver behavior, identify coaching needs, and ensure safer driving practices and enhanced security across their fleet.

> Samsara has a very functional platform. Operationally, it allows me and my team to work in a very agile, fast, and precise manner. [...] They are a partner that is always on the lookout for new features we can use and is also open to listening to what we need.”

Florencia Vázquez
Former General Manager, García’s Trucking

See the full case study →

Conclusion

Strategic recommendations for fleet safety managers

Based on data from thousands of fleets worldwide, these best practices can help you drive a culture of safety and achieve lasting results.

1. Take a proactive approach to safety.

Our data shows that Dual-Facing Dash Cams are more than twice as effective at reducing crash rates compared to Front-Facing Dash Cams. Move beyond reacting to incidents after they happen by deploying Dual-Facing Dash Cams and enabling AI alerts that detect risky behaviors and empower drivers to change their behavior in real time. By implementing proactive technology and coaching drivers, you can prevent future incidents before they occur.

2. Build momentum in the first six months.

The velocity of improvement is fastest in the first six months of using Samsara. This is often because the most egregious behaviors are the easiest to identify and correct. Focus your initial efforts on targeting this "low-hanging fruit" to achieve quick, measurable improvements and build momentum for your safety program.

3. Commit to long-term improvement.

While Samsara delivers immediate results, the data shows that safety improvements continue to strengthen over time. A long-term commitment to a safety program, with continuous reinforcement and fine-tuning, is what ultimately leads to the most significant and lasting reductions in risky behaviors and crash rates.

4. Recognize and reward safe behavior.

Safety isn't just about correcting bad habits; it's also about reinforcing good ones. Implement a system of positive recognition to reward drivers for safe behavior. Samsara can help you build a culture of safety and retain your best drivers with streaks, milestones, and leaderboards.

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Future outlook

Fleet safety is evolving from reactive to proactive. Stay ahead with Samsara.

The next era of fleet safety will be defined by the convergence of advanced technology, data-driven insights, and a holistic approach to driver well-being and safety. Instead of reacting to incidents, the focus will be on predicting and preventing them.

AI and machine learning will be at the core of this transformation, analyzing vast amounts of data—including driver behavior, vehicle health, weather, and traffic patterns—to predict potential safety issues before they occur. AI-powered cameras will become the standard, empowering drivers to self-coach while providing continuous, actionable insights into fleet performance.

This transformation hinges on technology, but it's ultimately about changing human behavior and creating a culture where safety is a core value. Safety training and coaching will become personalized to each driver's individual needs and each organization's unique challenges. Drivers will be seen as partners in safety, and organizations will need to effectively recognize and reward their employees to retain them.

As this shift occurs, organizations need to adopt best-in-class solutions to stay ahead. By embracing this change, fleet leaders can achieve improvements that benefit their employees, their bottom line, and their broader communities.

Samsara is ready to help every fleet leader meet these challenges, providing the tools, insights, and support necessary to usher in a new era of operational excellence and set a higher standard for safety across the industry.

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About Samsara

Samsara (NYSE: IOT) is the pioneer of the Connected Operations® Platform, which is an open platform that connects the people, devices, and systems of some of the world's most complex operations, allowing them to develop actionable insights and improve their operations. With tens of thousands of customers across North America and Europe, Samsara is a proud technology partner to the people who keep our global economy running, including the world's leading organizations across industries in transportation, construction, wholesale and retail trade, field services, logistics, manufacturing, utilities and energy, government, healthcare and education, food and beverage, and others. The company's mission is to increase the safety, efficiency, and sustainability of the operations that power the global economy.

With Samsara's help, our customers saw huge impact in FY25

250K+
accidents prevented

3B+
pounds of CO_2 saved

FY25 statistics based on internal estimates of customer improvements

Building one of the world's largest operational datasets

~20T
Data points

50%+ Y/Y Growth

90B+
Miles traveled

300M+
Workflows digitized

Stats for 12 month period ending August 1, 2025

Methodology

This analysis examines the safety performance of a defined customer cohort using Samsara's platform across North America, the UK, and the European Union and includes organizations that first purchased Samsara software between 2022 and 2025. To understand how safety outcomes evolve over time, we measured performance by tenure on platform rather than calendar time alone.

Cohort definition: Customers with an initial purchase date between January 1, 2022 and December 31, 2025.

Observation window: Safety outcomes were tracked between January 2023 and June 2025, allowing for up to 30 months of performance measurement post-purchase.

Tenure alignment: To ensure comparability across fleets that purchased in different years, outcomes were normalized by months since first purchase. For example, "Month 1" reflects a customer's first full month on the platform, regardless of the calendar year.

Fleet size focus: To ensure consistency across the dataset, unless otherwise specified, the analysis focused on medium to large fleets (175+ vehicles), representing more than 2.6K fleets.

Metrics: Safety performance was measured using a weighted average based on 1 million miles driven, with results aggregated by tenure. Speeding is represented as a share of time driven.

Additional notes:

- The 30-month window follows best practices for the Pearson correlation coefficient and additionally aligns with the first full year of post-pandemic data.
- To assess relationships between these safety metrics and duration of fleet operation, the Pearson correlation coefficient was calculated—a statistical technique that quantifies the strength and direction of the linear association between two continuous variables, producing a value between -1 and +1. The coefficient standardizes covariance by dividing it by the product of the standard deviations of the two variables, yielding a scale-independent measure of their linear relationship. Values near +1 indicate a strong positive correlation, values near -1 indicate a strong negative correlation, and values near zero indicate negligible linear association. It is important to note that the correlation coefficient identifies association, not causation.
- This analysis was performed in accordance with best practices for fleet performance monitoring and statistical trend evaluation, which are designed to ensure that results are accurate, reliable, and interpretable for large-scale operational decision-making.


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