

THE NETHERLANDS

VOLVO TRUCKS



Case study Volvo Trucks

Healthy drivers drive safer



Client

Volvo Truck Corporation is the second largest producer of heavy trucks and transport solutions within the entire truck industry. They supply the haulage industry with complete transportation solutions and customers are supported by over 2300 dealerships and workshops in more than 140 countries. Volvo is a company that is dedicated to safety, quality and care for the environment.

Objective

"Many drivers have insufficient time for physical movement. Also the meals offered by the truck stops are not always the most healthy.", says Charles Engelaar, manager marketing communication and pr at Volvo Truck Netherlands. The Danish agency Be-You that develops the training module "personal health and first aid" for Volvo Trucks, has investigated the drivers response. After twelve days of healthier lifestyle, the drivers response improved by 16%. Engelaar explains: "This only seems a relatively low percentage. Driving with a speed of 80 Km/h however, a 16% improved response equals a shorter stopping distance of 3,5 meters. And this is the average length of a passenger car..."



Strategy

Within the 35 hours obliged professional driver schooling Volvo Trucks now integrates one module dedicated to the health of the driver. To emphasize the importance of healthy drivers and road safety, insurance company TVM and Volvo Financial Services now offers a free Body Monitor at the purchase of the full training program. "Because we have already developed a successful training program for drivers consisting of 5 modules amongst which one for Economic driving, this was a logical next step to meet European legislative demands", explains Mikael Lidhage, manager of the Volvo Trucks training program.

Execution

Measurement of some one's physical condition and coaching of a person's wellness is part of the integral programs of Volvo Trucks to improve the wellness of the driver and road safety. After the driver has completed the training module "personal health and first aid" his length, waste and weight are being measured and together with the driver a target weight is being set. He then receives the Youw8 Internet Body Monitor, that can be easily installed at home. This 'body monitor' measures the weight, BMI, fat percentage and muscle mass and stores the data in his personal account on the Internet. TVM and Volvo Financial Services can use these data to coach the driver in reaching and maintaining his target weight.

Result

"By offering the Youw8 Internet Body Monitor we want to emphasize our commitment for the wellness of drivers. Not only for them, but also for the other traffic users," says Engelaar. Several studies have indicated that regular monitoring of body weight helps to achieve weight management goals. The next months the Youw8 Internet Body Monitors will be given to the drivers attending the program.

About Inotive solutions:

Youw8 is a registered trade mark of Inotive Solutions B.V., a young, innovative company founded 2007 in the centre of "Brainport" technology area in the triangle Eindhoven – Aachen – Leuven in the Netherlands. The 3 founders of the company have a broad experience in Consumer Electronics and Communication Technology, most recent at Philips Electronics. Inotive Solutions B.V. is developing and marketing innovative products in the 'Connected Wellness' domain. At the launch in 2008 the Youw8 was the world's first fully automated system measuring and registering data of your body composition on a personal internet dashboard. www.youw8.com Youw8. Dashboard your life.



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