



transaid

PRESS RELEASE

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TRANSAID WELCOMES LYTX® ON BOARD AS CORPORATE MEMBERS

International development organisation Transaid has welcomed Lytx as the latest supporter to sign up as a corporate member. Lytx is a major provider of video telematics, analytics, productivity and safety solutions for commercial and public sector fleets.

Lytx joins a group of more than 30 industry champions committed to supporting Transaid's primary goals of improving commercial driving standards and ensuring better access to healthcare in sub-Saharan Africa.

Bill Ruff, Vice President at Lytx, says: "Transaid's focus on road safety and their support of professional driver training is outstanding and addresses an important industry need.

"At Lytx we provide cutting edge technology that enables the transportation industry to operate more safely and efficiently. Transaid's sustainable achievements – and hearing HRH The Princess Royal speak so passionately about the organisation's important work – reinforced our decision to become a corporate member. Just like Transaid, we are committed to improving road safety and saving lives."

Transaid is set to explore opportunities for using Lytx's video telematics systems within its professional driver training programmes, which currently operate in Tanzania, Uganda and Zambia.

Caroline Barber, Chief Executive at Transaid, says: "Corporate support from the industry is essential to our ability to have maximum impact on the ground and its fantastic to welcome Lytx on board. Their expertise opens the door to a wealth of new opportunities as we continue to grow our projects and aim to improve more lives."

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Lytix also plans to introduce Transaid to its international partners, to pursue their shared goals of reducing on-road risk for fleet operators and the driver community.

For more information and to find out how you can support the organisation visit www.transaid.org.

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Note to Editor:

About Lytx

Lytix® is the world's leading provider of video telematics, analytics, safety and productivity solutions for commercial and public sector fleets. Our unrivaled Driver Safety Program, powered by our best-in-class DriveCam® Event Recorder, is proven to help save lives and reduce risk. We harness the power of video to help clients see what happened in the past, manage their operations more efficiently in the present and improve driver behavior to change the future. Our customizable services and programs span driver safety, risk detection, fleet tracking, compliance and fuel management. Using the world's largest driving database of its kind, along with proprietary machine vision and artificial intelligence technology, we help protect and connect thousands of fleets and more than one million drivers worldwide. For more information, visit www.lytx.com, @lytx on Twitter, LinkedIn, our Facebook page or YouTube channel.

About Transaid

Transaid transforms lives through safe, available, and sustainable transport. Founded by Save the Children, The Chartered Institute of Logistics and Transport (CILT), and its Patron, HRH The Princess Royal, the international development organisation shares 25 years' worth of expertise in 23 countries with partners and governments – empowering people to build the skills they need to transform their own lives.

Transaid's core work includes creating transport management systems for the public sector and assisting with the provision of professional driving qualification development and the training of driver trainers. It also assists with teaching preventive vehicle maintenance management and introducing local, low cost transport solutions including its innovative bicycle ambulance. Transaid also helps promote road safety awareness and shares its specialist knowledge with the humanitarian aid sector.

Transaid enjoys strong backing from the transport and logistics industry and the active involvement of its patron, HRH The Princess Royal.



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<http://www.youtube.com/user/Transaid1>

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