**Monthly fleet focus, July 2025: Fatigue**

**Driver Safety Messages**

Four messages to send to your drivers, one per week

1. **Did you know that when you need to sleep your brain starts to turn off every cognitive function you need for driving? Don’t drive tired – it’s a killer.**
2. **Did you know that if you’ve had less than seven hours sleep, your collision risk starts to climb compared to a well-rested driver? On five hours sleep you have almost twice the risk, after four to five hours’ sleep you have more than 4x the risk and less than four hours sleep gives 11.5x the collision rate! Don’t drive tired – it’s a killer.**
3. **Everyone gets warning signals that they are feeling sleepy – and drivers who ignore this tend to crash within 15 minutes, according to studies. Don’t drive tired – it’s a killer.**
4. **If you are too tired to drive, don’t do it. Tell your boss, stay overnight, get a cab or a train… whatever it takes to make it back safely. Don’t drive tired – it’s a killer.**