



Ms Nikki Gee  
The Words Workshop Ltd  
26 Swanwick Lane  
Broughton Keys  
Milton Keynes  
MK10 9LD

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The Driver ID solution forms a key part of Cybit's new duty of care module, which helps fleet managers manage the risks associated with all staff on work journeys. Cybit says the duty of care module, has powerful reporting capabilities to give fleet managers all the information they need to implement work related road safety policies.

Roger Marks, managing director of telematics equipment manufacturer Aeromark, recently said that Britain's haulage industry is largely ignoring new technology. However, Wisdom disagrees: "I think that telematics is very much on the agenda of businesses both large and small in the UK. It's a young industry sector. Since Cybit floated back in 2001 as a concept, we now have in excess of 700 business to business customers from small businesses through to some of the UK's largest enterprises.