

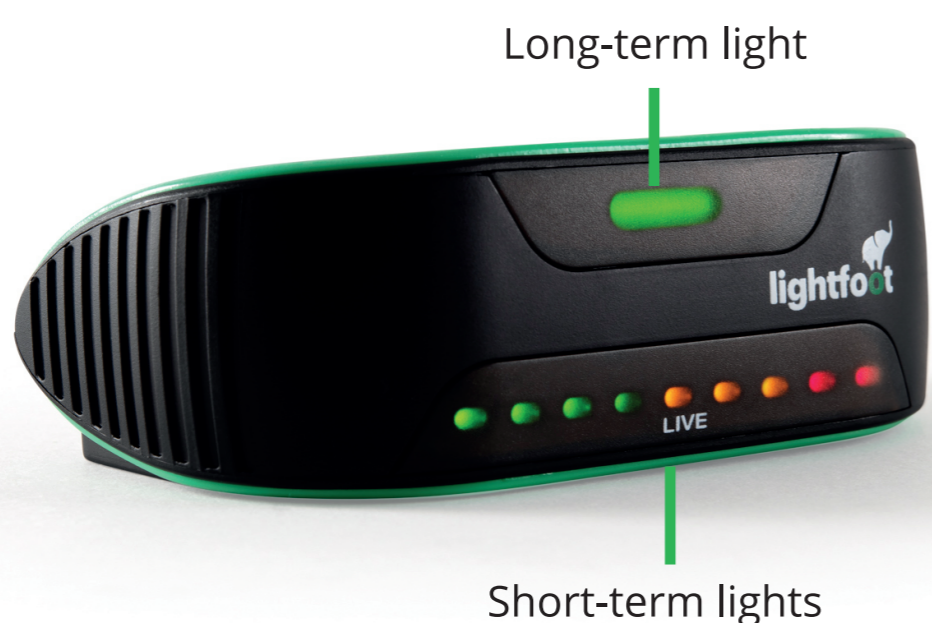


YOUR LOGO HERE

## How does Lightfoot work?



Lightfoot helps you reduce emissions, avoid accidents, and save fuel as you drive. The goal is simple - continue to be a great driver and keep your Lightfoot score high. Scoring 85% and above each week makes you an Elite Driver, which means you're eligible to win cash prizes and special giveaways. Lightfoot helps you achieve Elite Driver status with visual and audible guidance.

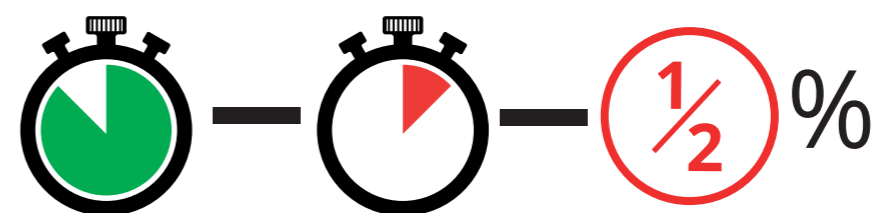


### Lights

You have both a long-term light (at the top) and short-term lights (at the bottom) on your Lightfoot device.

The goal is to keep these lights **GREEN** as much as possible - more time spent in **AMBER** and **RED** will impact your score.

Your score is calculated by: your time in green, minus your time in red, and take away half a percent for every Lightfoot penalty received



### Voice

The lights will give you a good idea of how you're driving, but you'll mostly be guided by the voice prompts so you're not having to take your eyes off the road.

You'll receive a series of three audible warnings whenever you need to adjust your driving style - the first two are confidential between you and your device, but if you receive a third warning this will reduce your Lightfoot score.



"Nudge" / "Go steady"



"Nudge nudge" / "Warning 2"



"Lightfoot penalty received"

Learn more about driving with Lightfoot:



[www.lightfoot.co.uk/fleet-role/driver](http://www.lightfoot.co.uk/fleet-role/driver)