**Email and SMS template**

**Email template**

Hello [DRIVER NAME],

Your vehicle has had Lightfoot installed. This device is there to help you to become a smoother safer driver by providing in cab feedback through visual and audio cues. The aim is to get to Elite Driver status which is scoring 85% or above. Take a look at Lightfoot YouTube page for some helpful videos - <https://www.youtube.com/playlist?list=PLz5pZbR3Y3hxFGP4yljrF_PR69agx7fmM>

You can create your own Lightfoot account by visiting [www.lightfoot.co.uk/driverrewards](http://www.lightfoot.co.uk/driverrewards)

You’ll be able to see your score and enter leagues against your colleagues, but more importantly you’ll be able to enter competitions and Lightfoot’s Drivers’ Lottery, where you can win actual cash in your account!

If you have any questions please ask, if I can’t help I know the support team at Lightfoot can.

**Text messages template**

Make sure you activate your Lightfoot account by visiting [www.lightfoot.co.uk/driverrewards](http://www.lightfoot.co.uk/driverrewards) - you could be the next big winner of the Lightfoot Drivers’ Lottery!

For more info on how to drive to Lightfoot please visit the Lightfoot YouTube page where they have loads of helpful videos!  
 <https://www.youtube.com/playlist?list=PLz5pZbR3Y3hxFGP4yljrF_PR69agx7fmM>