

Lightfoot Rewards

Why Reward Drivers?

Because drivers are only human and there needs to be an incentive for them to driver better. Choose the carrot, not the stick.

What's the impact?

Drivers opting in to competitions score, on average, **5%** higher than those who do not and **10%** higher than drivers who have not activated their app account.



How do drivers get rewarded?

Drivers can enter competitions in the Driver app to win prizes. Drivers are only eligible to win these prizes if they have achieved a Lightfoot score of 85% or above in the previous week – the coveted Elite Driver status. The competitions range from hundreds of cash prizes in The Drivers' Lottery, between £2 - £100 each week with a 1 in 10 chance of winning, to gadgets and experience days.

What else?

Through Lightfoot Driver App - available on Android and iOS, drivers can -

- See their driving score and previous journeys
- Create and Join leagues - compete against colleagues
- Avail of discounts through Virgin Experience Days and Thrifty, with many more coming soon....
- Enter competitions to win:
 - The latest tech
 - Experience Days
 - Hampers
 - and more...

