# A1 Group cuts driver distractions by 40% with AI telematics to meet London’s DVS rules



A1 Group, a prominent player in waste management, car spares, and road transport, has taken significant steps to enhance driver safety and ensure compliance with London’s Direct Vision Standard (DVS) regulations by implementing AI-powered video telematics and the Progressive Safe System (PSS) from Ctrack. The company has equipped its fleet of 110 commercial vehicles with AI dashcams, achieving a notable 40% reduction in driver distraction events since the technology's initial rollout earlier this year. In addition, all of A1 Group's vehicles weighing over 12 tonnes operating within London have been fitted with the AI PSS system to satisfy the latest 2024 DVS requirements, which aim to improve vulnerable road user safety and blind spot visibility.

Stuart Cawthorne, Transport Manager at A1 Group, highlighted the positive impact brought by the new technology in providing greater operational visibility and enhancing driver behaviour. Unlike their previous use of forward-facing dashcams, the current AI devices include dual cameras—one facing the road and another monitoring the driver. This configuration allows real-time detection, alerts, and reporting of risky behaviours such as mobile phone usage, eating, drinking, smoking, fatigue, and eyes-off-the-road incidents, all critical contributors to collisions and road risk.

The AI dashcams also provide operational benefits outside of safety by integrating tracking functionality that helps monitor productivity and keep customers updated on job status. The Progressive Safe System complements this by offering advanced AI-based pedestrian and cyclist detection, particularly around vehicle blind spots, which is crucial for London’s congested urban environment. The PSS is designed to meet the Direct Vision Standard 2024 mandates by equipping HGVs with sophisticated sensors and cameras that provide audible and visual warnings for vulnerable road users, thereby enhancing compliance and road safety.

Ctrack's solution combines machine vision with AI to proactively reduce fleet risks, supporting drivers in correcting dangerous behaviour and preventing incidents before they occur. The system's capability to capture high-quality footage of both the road and the driver also offers valuable data for fleet managers to analyse and coach drivers accordingly, translating into safer journeys and potential insurance cost reductions. The installation was carried out with minimal disruption, and A1 Group has been able to seamlessly integrate the new technology into its existing processes, aiming for a measurable return on investment and improved safety culture.

The adoption of AI-powered telematics solutions follows a broader industry trend, where advanced driver assistance systems are becoming crucial for fleet operators. Technologies similar to Ctrack’s PSS, such as VisionTrack’s pedestrian and cyclist detection cameras, or CameraMatics’ Intelligent Driver Assistance System, are being deployed to comply with regulatory frameworks like the DVS and upcoming EU safety standards. These systems leverage AI and deep learning to offer real-time hazard warnings, blind spot detection, and driver monitoring, addressing the major causes of accidents such as distraction and fatigue.

Furthermore, industry insights underline the growing effectiveness of AI dashcams in combating distracted driving—a leading contributor to road accidents. Systems integrating facial and physiological monitoring, driver assistance metrics, and forward-facing hazard detection enable a comprehensive approach to fleet safety. By converting driver actions into actionable data, fleet managers can implement targeted coaching programmes focused on reducing risky behaviours and improving overall compliance, emboldening a proactive safety culture.

In summary, A1 Group’s investment in Ctrack’s AI telematics and Progressive Safe System is a strategic move to enhance driver safety, meet stringent regulatory requirements, and improve operational efficiency. This case exemplifies how AI-driven telematics technology is transforming fleet management through improved monitoring, risk mitigation, and compliance in challenging urban logistics environments.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.hgvuk.com/a1-group-cuts-driver-distraction-and-achieves-legal-compliance-with-ctrack/), [[2]](https://www.hgvuk.com/a1-group-cuts-driver-distraction-and-achieves-legal-compliance-with-ctrack/), [[3]](https://www.visiontrack.com/direct-vision-standard/)
* Paragraph 2 – [[1]](https://www.hgvuk.com/a1-group-cuts-driver-distraction-and-achieves-legal-compliance-with-ctrack/), [[4]](https://www.sustainablelogisticsinternational.com/ctrack-targets-fleet-risk-and-road-safety-with-new-ai-dashcam/)
* Paragraph 3 – [[1]](https://www.hgvuk.com/a1-group-cuts-driver-distraction-and-achieves-legal-compliance-with-ctrack/), [[4]](https://www.sustainablelogisticsinternational.com/ctrack-targets-fleet-risk-and-road-safety-with-new-ai-dashcam/)
* Paragraph 4 – [[1]](https://www.hgvuk.com/a1-group-cuts-driver-distraction-and-achieves-legal-compliance-with-ctrack/), [[4]](https://www.sustainablelogisticsinternational.com/ctrack-targets-fleet-risk-and-road-safety-with-new-ai-dashcam/)
* Paragraph 5 – [[1]](https://www.hgvuk.com/a1-group-cuts-driver-distraction-and-achieves-legal-compliance-with-ctrack/), [[3]](https://www.visiontrack.com/direct-vision-standard/), [[6]](https://www.cameramatics.com/us/resources/cameramatics-launches-most-advanced-ai-based-collision-avoidance-system/)
* Paragraph 6 – [[1]](https://www.hgvuk.com/a1-group-cuts-driver-distraction-and-achieves-legal-compliance-with-ctrack/), [[5]](https://www.teletracnavman.com.au/company/press/ai-powered-dashcam-and-video-telematics-solutions-to-combat-driver-distraction-and-fatigue), [[7]](https://www.teletracnavman.com/fleet-management-software/safety/resources/how-advances-in-ai-camera-technology-prevent-distracted-driving)
* Paragraph 7 – [[1]](https://www.hgvuk.com/a1-group-cuts-driver-distraction-and-achieves-legal-compliance-with-ctrack/), [[2]](https://www.hgvuk.com/a1-group-cuts-driver-distraction-and-achieves-legal-compliance-with-ctrack/), [[3]](https://www.visiontrack.com/direct-vision-standard/), [[4]](https://www.sustainablelogisticsinternational.com/ctrack-targets-fleet-risk-and-road-safety-with-new-ai-dashcam/), [[5]](https://www.teletracnavman.com.au/company/press/ai-powered-dashcam-and-video-telematics-solutions-to-combat-driver-distraction-and-fatigue), [[6]](https://www.cameramatics.com/us/resources/cameramatics-launches-most-advanced-ai-based-collision-avoidance-system/), [[7]](https://www.teletracnavman.com/fleet-management-software/safety/resources/how-advances-in-ai-camera-technology-prevent-distracted-driving)

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## Bibliography

1. <https://www.hgvuk.com/a1-group-cuts-driver-distraction-and-achieves-legal-compliance-with-ctrack/> - Please view link - unable to able to access data
2. <https://www.hgvuk.com/a1-group-cuts-driver-distraction-and-achieves-legal-compliance-with-ctrack/> - A1 Group, a leading waste management, car spares, and road transport specialist, has implemented Ctrack's AI-powered video telematics and Progressive Safe System (PSS) to enhance driver safety and comply with the Direct Vision Standard (DVS). The company has equipped 110 commercial vehicles with Ctrack's AI dashcams, resulting in a 40% reduction in driver distraction events since the initial installation. Additionally, all vehicles over 12 tonnes operating in London have been fitted with the AI PSS to meet the latest DVS regulations, ensuring advanced vulnerable road user detection and improved blind spot visibility.
3. <https://www.visiontrack.com/direct-vision-standard/> - VisionTrack provides a comprehensive guide on the Direct Vision Standard (DVS) 2024 update, effective from 28th October 2024. The DVS requires heavy goods vehicles (HGVs) over 12 tonnes to obtain a safety permit to operate in London. Vehicles rated two stars or below must install the new Progressive Safe System (PSS) to comply with the updated regulations. VisionTrack's PSS includes front and side pedestrian detection AI cameras, offering enhanced visibility and protection in urban environments. The system provides audible and visual alerts to drivers about nearby vulnerable road users, such as pedestrians and cyclists, particularly in blind spots.
4. <https://www.sustainablelogisticsinternational.com/ctrack-targets-fleet-risk-and-road-safety-with-new-ai-dashcam/> - Ctrack by Inseego has introduced an AI dashcam designed to proactively address fleet risk and enhance road safety. The Ctrack AI Camera combines forward- and driver-facing camera technology with machine vision and artificial intelligence to detect and assist drivers in correcting dangerous or distracted behaviour. This technology aims to prevent incidents by identifying risky actions in real-time, thereby improving road safety, protecting drivers, and reducing associated insurance costs. The system captures high-quality footage of the road ahead and monitors driver behaviour, alerting drivers to potential risks and providing fleet managers with valuable data for analysis and coaching.
5. <https://www.teletracnavman.com.au/company/press/ai-powered-dashcam-and-video-telematics-solutions-to-combat-driver-distraction-and-fatigue> - Teletrac Navman, a leading connected mobility platform, has announced the release of AI-powered dashcam and video telematics solutions aimed at combating driver distraction and fatigue. The IQ Camera integrates advanced algorithms to monitor various aspects of driver behaviour, including mobile phone usage, drowsiness, and erratic head movements. By providing real-time alerts and insights, the system seeks to reduce the likelihood of incidents and promote driver well-being. The technology combines driver positioning, facial and physiological measurements, and driver assistance metrics to analyse and detect outward-facing actions like following distance and lane adherence, offering a comprehensive approach to fleet safety.
6. <https://www.cameramatics.com/us/resources/cameramatics-launches-most-advanced-ai-based-collision-avoidance-system/> - CameraMatics has unveiled the Intelligent Driver Assistance System (i-DAS), an advanced AI-powered collision avoidance system designed to enhance driver awareness and safety. The system integrates internal monitors and external AI cameras with deep learning algorithms to provide real-time warnings of hazards and collision risks. i-DAS includes blind spot detection and driver monitoring cameras, coupled with in-cab displays and speakers, to alert drivers to potential dangers. This technology aims to improve reaction times, reduce blind spot incidents, and assist fleets in meeting safety standards such as the Direct Vision Standard 2024 and upcoming Blind Spot Information System requirements in the EU's General Safety Regulations.
7. <https://www.teletracnavman.com/fleet-management-software/safety/resources/how-advances-in-ai-camera-technology-prevent-distracted-driving> - Teletrac Navman discusses the impact of AI camera technology on preventing distracted driving, a leading cause of road accidents. AI-powered dashcams analyse driver behaviour in real-time, detecting signs of distraction such as mobile phone use, drowsiness, or taking hands off the wheel. By converting driving actions into actionable data, these cameras enable fleet managers to implement targeted coaching and performance improvement strategies. The article highlights the advancements in AI camera technology, including enhanced accuracy, expanded behaviour recognition, and seamless integration with coaching applications, contributing to a proactive safety culture and improved compliance and risk reduction.