



Green Cross for Safety® Awards 2021 Finalist | Excellence

Murphy-Hoffman Company (MHC Kenworth)

Murphy-Hoffman Company (MHC Kenworth) is the largest privately-owned heavy and medium duty truck dealership network in North America with 124 locations across 19 states, many of which are open 7/24.

Time is especially precious in the transportation industry. Their fleet of over 840 vehicles allows them to efficiently deliver parts and provide mobile maintenance across the country, which minimizes customers' downtime and helps them get their trucks back on the road quickly.

Because MHC is not a traditional over-the-road carrier, employees did not initially view themselves as professional drivers – even though some average over 50,000 miles per year on company business.

In 2014, MHC developed a comprehensive vehicle safety program to equip employees with the skills to keep themselves and others safe while driving, including:

- Creating safe driving standards to clearly define drivers' expectations
- Designing driver-specific onboarding guides and continuous training tracks
- Deploying a telematics system to provide real-time coaching
- Hosting in-person training sessions to openly address all questions and concerns
- Establishing an annual award to recognize employees who exhibit safe driving

The vehicle safety program has been wildly successful on many levels. Since 2014, MHC has:

- Decreased total liability costs by 78%
- Decreased the number of preventable collisions by 36%
- Decreased our top five coachable driving behaviors by 57% on average
- Increased the number of Safe Driver Award winners by 95%
- Increased the fleet size by 30%

MHC took a people-first approach when developing this program, and the biggest driver for its success continues to be the employees' involvement in it. They are still dedicated to providing superior service to customers, but now also recognize the *most* important aspect of their job is going home the same way they come to work each day.

Click [here](#) to view a video from MHC employees on the program's success and its champion, Corporate Safety Manager, Clint Brocato.