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Name of the publication Measuring driving style and the possible safety effects			
Abstract <p>The main aim of this research was to study the possibility of measuring driving style in normal traffic in order to define driver-specific driving style with safety related measures. This was done by measuring the speed and accelerations of four taxi vehicles in normal traffic during seven months in the Helsinki area. In the project some relevant, easily measurable safety measures, such as speeding and sudden braking called jerk (often related to near accident situations) were used when defining and comparing the driving styles. In addition, the suitability of the system to be used as basis for feedback about speeding was studied.</p> <p>The results suggest that there are clear differences in driving style between the drivers. Drivers speeding more often also had near accident related jerks, but also strong braking, more often than average drivers in the same company and vehicle. These drivers often drove during evening and night-time. In general, the percentage of near accident related jerks was clearly higher during the night-time than during daytime. The results also suggest that the employer is quite well aware of the drivers with non-risky driving style, but has difficulties separating the average and risky driving style drivers from each other. Therefore the driving style measuring and recording could serve as a strong base for the company's driver feedback, training and rewarding (bonus system) and the development of driving style measuring is important also in the future. In addition measuring driving style (location based speeding and jerks) would offer valuable information both to public traffic planning and monitoring.</p> <p>Near accident related jerks were found to be very interesting measurements. The jerks occurred in normal traffic even more often than expected and they can give valuable additional information both to individual drivers, but also to traffic research and planning. Therefore the future work for describing the actual traffic situations related to the jerks is very important and can open new possibilities in the field of traffic behaviour.</p>			
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