

How it Works



Lightfoot helps drivers lower emissions, reduce accidents and save fuel.

Every week, 'Elite Drivers' are eligible for prizes, rewards and even discounts on their car insurance. Elite Drivers score 85% and above each week.

Lightfoot helps you achieve Elite Driver status with visual and audible guidance.


Lightfoot's Lights

Lightfoot puts drivers in control.



'Long Term' light indicates your overall performance. **GREEN** and **AMBER** lights are great, the occasional **RED** is fine but too much will impact your score. Don't worry, you'll receive 2 audible prompts before penalty points are deducted from your score.

'Real Time' lights move up and down rapidly to reflect 'Live' driving. Don't try to be perfect; **GREEN** and **AMBER** is fine, just don't spend too much time in **RED** as it will start to impact on your 'Long Term' light and your Lightfoot score...

 (Some vehicles may also have audible & visual gear change alerts)

Lightfoot's Voice

Lightfoot also talks so that you don't have to take your eyes off the road.

There are three spoken messages:

 "Nudge"

First warning that you're not driving as smoothly as you could but part of every day driving. This warning is confidential between Lightfoot and driver.

 "Nudge, Nudge"

Second nudge to say that you are not driving as smoothly as you could. If you do not ease off you will receive a penalty. This warning is also confidential between Lightfoot and driver.

 "Penalty received"

Penalties reduce your score, making it more difficult to be an Elite Driver where you can win the prizes. Penalties will also show up on the weekly reports seen by management, and also on your personal driver dashboard in the Lightfoot portal/app.




You will quickly notice that you hear less and less from Lightfoot as you get to know it better.

When you turn the engine off at the end of the journey, Lightfoot will tell you your journey score – aim to get 85% or above and hear "Elite Driving".

Top Tips

1. Safety always comes first - if you need to drive inefficiently for a short period of time to stay safe then do so.
2. Don't try to be perfect - warnings are fine and won't stop you being an 'Elite Driver', nor be visible to management.
3. Try to avoid penalties – they will reduce your score and be visible in management reports.

Lightfoot Depot League

				Penalties	Score
 LF17ABC	99.2%	0.8%	0.0%	0	99%
 ED66DEF	99.1%	0.9%	0.0%	0	99%
 YY14ZZZ	97.2%	2.8%	0.0%	0	97%
TT23DRT	85.9%	13.6%	0.5%	1	84%
KL67ASD	84.8%	14.8%	0.4%	0	84%

Management Report

ELITE DRIVERS WIN



Competitions and Prizes

Opportunity to win prizes and cash every week through loads of competitions!



Driver Rewards

Special discounts just for having Lightfoot in your vehicle



Compete in Leagues

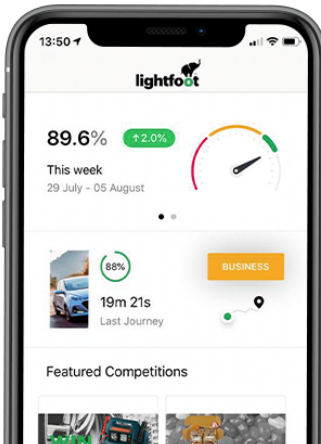
Compete against friends and colleagues in leagues

FREE ENTRY* TO

**THE
DRIVERS'
LOTTERY**

WIN CASH

*Achieve Elite Driver status to enter



GET THE APP
AND ACTIVATE
YOUR ACCOUNT



Search for **Lightfoot** on:



Or activate your account at:
www.lightfoot.co.uk/driverperks