



# Bluewire Introduction/Mission

Steve Bryan, CEO & Co-Founder

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## Tort Reform & The Reptile

- Capitalism
- Wealth Distribution
- Social Inflation
- Political Will
- Victimhood/Dependency
- Trucking's Image (Reputation)
- Data (FMCSA/CSA)
- Army of Trial Lawyers



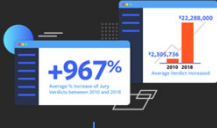
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# Bluewire



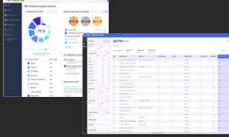
OUR MISSION IS TO CHAMPION THE REPUTATION OF THE TRUCKING INDUSTRY.

WHY? HOW? WHO?



**+967%**  
Average % increase of Jury Verdicts between 2010 and 2018


The Reptile Theory



The Bluewire GAP Score

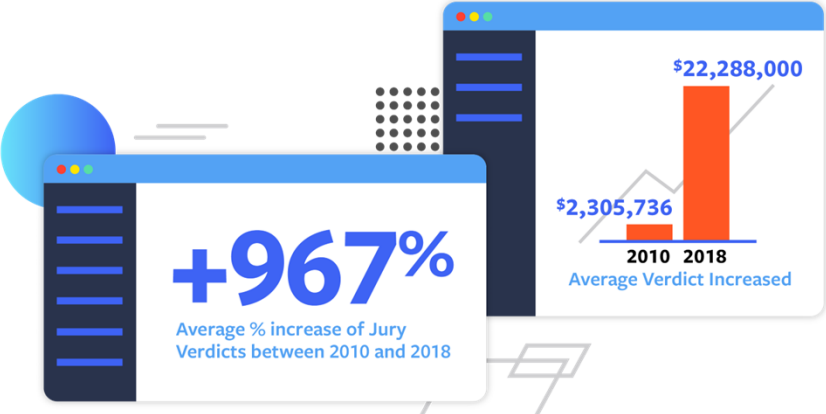
770,000+

Interstate Motor Carriers

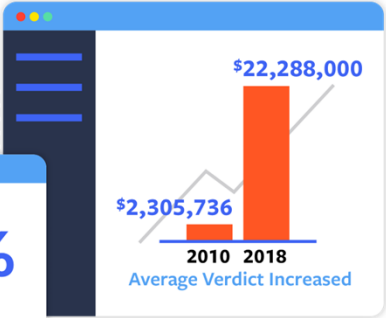


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## An Exponential Rise in Nuclear Verdicts




**+967%**  
Average % increase of Jury Verdicts between 2010 and 2018




| Year | Average Verdict |
|------|-----------------|
| 2010 | \$2,305,736     |
| 2018 | \$22,288,000    |

Average Verdict Increased



2020 Study by ATRI  
Understanding Nuclear Verdicts



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## The Strategic Plan – The Reptile Theory



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## The Tactical Application of the Reptile Theory

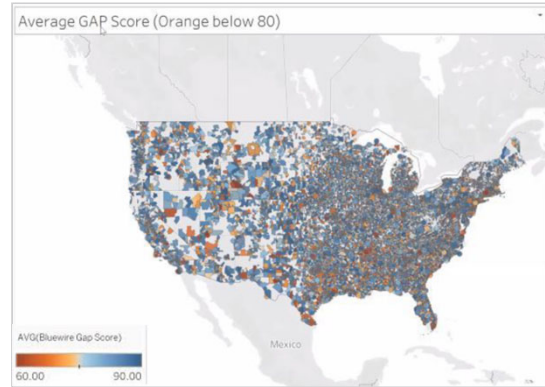


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## Your Public Data Exposes Your Gaps & Vulnerabilities

SYSTEMIC FAILURES

- 770,188 Scored Motor Carriers
- 115,380 (14.9%) Score Below 80%
- 1,801,441 Power Units



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## The Risk of Your Vulnerabilities

Table 2. Percent of Cases that Yielded a Plaintiff Verdict by the Issues Brought Against the Defendant in Court (Cases above \$1M)

| ISSUE BROUGHT AGAINST THE DEFENDANT IN COURT | % OF PLAINTIFF VERDICTS | # OF CASES |
|--|-------------------------|------------|
| HOS / Log Book                               | 100.0%                  | 26         |
| Driver History                               | 100.0%                  | 14         |
| Controlled Substances                        | 100.0%                  | 13         |
| Left Scene of the Crash / Failed to Call 911 | 100.0%                  | 8          |
| Health Related Issue                         | 100.0%                  | 5          |
| Sleep/Fatigue                                | 91.7%                   | 36         |
| Driver on Their Phone                        | 91.7%                   | 12         |
| Rear End Collision                           | 89.2%                   | 66         |
| Work Zone / Construction                     | 88.9%                   | 18         |
| Unfavorable Hiring Practices                 | 87.5%                   | 24         |

KEY: Systemic Failures

ATRI  
2020 Study by ATRI  
Understanding Nuclear Verdicts



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## Strategic / Them

- Company focused
- Destroy company reputation
- Appeal to emotion
- Financial extremism
- Share the spoils

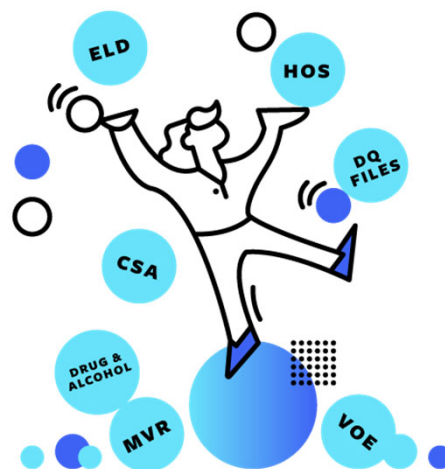


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## Tactical / Us

- Distracted
- Reactive
- Logical
- Defensive
- Secretive



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## Strategic / Us

- Proactive
- Vigilance for Vulnerabilities
- Beyond Compliance
- Your True Narrative



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## Your Platform for a Strategic Defense

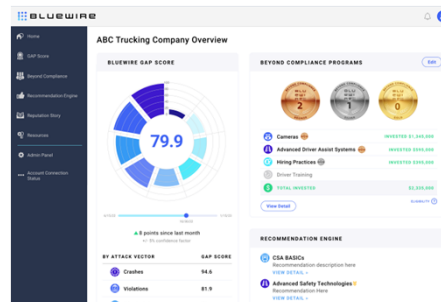
### Bluewire GAP Score Report

INDUSTRY-WIDE REPUTATION MANAGEMENT

| DM | DMT NUMBER | COMPANY NAME                         | POWER UNITS | BLUWIRE GAP SCORE | SAFETY RATING |
|----|------------|--------------------------------------|-------------|-------------------|---------------|
| 1  | 210000     | Priority Transportation Inc.         | 45          | 82.00             | S             |
| 2  | 141000     | Priority Truck Lines LLC             | 45          | 81.44             | S             |
| 3  | 210000     | Delphi Trucking Services             | 74          | 80.50             | S             |
| 4  | 48476      | MRC Global Inc.                      | 5           | 81.25             | S             |
| 5  | 24426      | Coast World-wide Moving Incorporated | 47          | 83.44             | S             |
| 6  | 161000     | Priority Transportation Inc.         | 55          | 84.50             | S             |
| 7  | 210000     | Priority Truck Lines LLC             | 45          | 82.00             | S             |
| 8  | 48476      | Delphi Trucking Services             | 74          | 80.50             | S             |
| 9  | 24426      | MRC Global Inc.                      | 5           | 81.25             | S             |
| 10 | 141000     | Priority Truck Lines LLC             | 45          | 81.44             | S             |
| 11 | 210000     | Priority Transportation Inc.         | 45          | 82.00             | S             |
| 12 | 48476      | MRC Global Inc.                      | 5           | 81.25             | S             |
| 13 | 24426      | Delphi Trucking Services             | 74          | 80.50             | S             |
| 14 | 141000     | MRC Global Inc.                      | 5           | 81.25             | S             |
| 15 | 210000     | Coast World-wide Moving Incorporated | 47          | 83.44             | S             |
| 16 | 48476      | Priority Transportation Inc.         | 45          | 82.00             | S             |
| 17 | 24426      | Priority Truck Lines LLC             | 124         | 84.44             | S             |
| 18 | 141000     | Delphi Trucking Services             | 209         | 84.50             | S             |
| 19 | 48476      | Priority Transportation Inc.         | 45          | 82.00             | S             |
| 20 | 141000     | Priority Truck Lines LLC             | 45          | 81.44             | S             |
| 21 | 210000     | Delphi Trucking Services             | 74          | 80.50             | S             |
| 22 | 48476      | MRC Global Inc.                      | 5           | 81.25             | S             |
| 23 | 24426      | Coast World-wide Moving Incorporated | 47          | 83.44             | S             |
| 24 | 141000     | Priority Transportation Inc.         | 15          | 83.50             | S             |
| 25 | 210000     | Priority Truck Lines LLC             | 45          | 82.00             | S             |
| 26 | 48476      | Delphi Trucking Services             | 124         | 84.44             | S             |


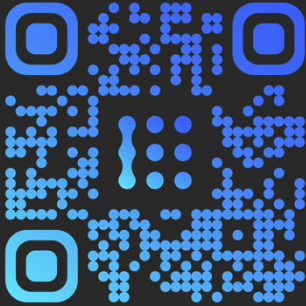
### Bluewire

DOT-LEVEL REPUTATION MANAGEMENT



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# Thank You

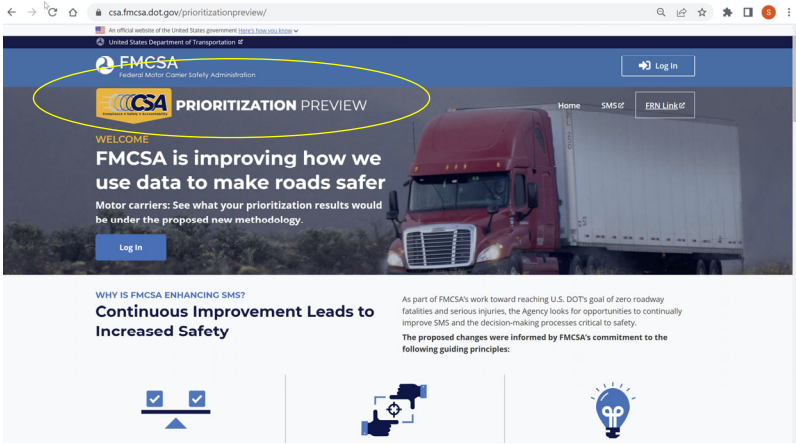


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## The New CSA Model



The screenshot shows a web browser displaying the FMCSA Prioritization Preview page. The URL is [csa.fmcsa.dot.gov/prioritizationpreview/](https://csa.fmcsa.dot.gov/prioritizationpreview/). The page features the FMCSA logo and the text "PRIORITIZATION PREVIEW". A yellow oval highlights the "PRIORITIZATION PREVIEW" text. Below the header, there is a "WELCOME" section with the text "FMCSA is improving how we use data to make roads safer" and "Motor carriers: See what your prioritization results would be under the proposed new methodology." There is a "Log In" button. The page also includes a section titled "WHY IS FMCSA ENHANCING SMS?" with the sub-heading "Continuous Improvement Leads to Increased Safety". The page features a background image of a red semi-truck. At the bottom of the page, there are three icons: a balance scale, a gear with a plus sign, and a lightbulb. The Bluewire logo is visible in the bottom right corner of the slide.

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# NEW METHODOLOGY

**WHAT'S HAPPENING:** The FMCSA proposes changes that are as follows:

Bye, bye "BASICS", hello "Safety Categories"—The scores are now in separate "Safety Categories". The label "BASIC" is gone.

"Unsafe Driving" additions additions: No more "D & A BASIC" (or "safety category"). This category, with the lowest violations of any, is now merged into "Unsafe Driving".

Also added to "Unsafe Driving" are all operating while "out of service" violations. This is regardless of the underlying violation that resulted in the OOS.

Split Vehicle Maintenance Category—Unlike "aces and eights", the FMCSA split the vehicle maintenance "category" into two separate ones.

The first is "Driver Observed"—what a driver should discover in a pretrip. They equate to a Level 2 inspection type violation.

The second is "Vehicle Maintenance"—what should be found and addressed by the shop.

Roadside Reorg—The current 959 roadside violations are being consolidated into 116 groups of similar violations. This is to address the vagaries from inspection-to-inspection where one violation could be written under different sections.

You can still be written up 959 different ways. But if you are written up with multiple violations in the same group it will only count as a single violation

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# NEW METHODOLOGY

Severity weight slimdown—No more 1-10 weighting of violations. Like basketball in the '70's, now down to a binary scoring—a "1" or a "2".

The "2's" are OOS violations of any category (except "Unsafe Driving") AND Driver Disqualifying violations (apply to "Unsafe Driving" only as defined by Section 383.51).

Intervention Threshold Adjustments—The thresholds for intervention would be changed as follows:

- Driver Fitness
  - =General Carriers=90%
  - =Hazmat Carriers=85%
- HM Compliance=90%

Vehicle maintenance (both of them) stay at 80% for general carriers.

Proportionate Percentiles—will use the exact number of inspections and crashes rather than cutoffs in SMS established by safety event groups. Purpose is to have the carrier's percentile impacted by *its events*.

One Year Lookback—Carriers will only be assigned a percentile in a "safety category" if that carrier has received at least one roadside violation in that "category" within the last 12 months.

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