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Artificial Intelligence's Impact on the Trucking Industry

MMTA/APTA Transportation Safety Conference

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Artificial Intelligence's Impact on the Trucking Industry

Presented by Mark Laurusevage, Great West Risk Control Services

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IN-CAB MONITORING

- GPS
- ELD's
- Dashcam
- Collision Avoidance Systems
- Telematics & more!

FEDERAL MOTOR CARRIER SAFETY ADMINISTRATION

- Safety Measurement System (SMS)
- Pre-Employment Screening Program (PSP)
- Drug & Alcohol Clearinghouse
- Motor Carrier Safety Planner & more!



Key factors influencing truck insurance costs:

- **Vehicle type:** Size, age, and condition of the truck
- **Cargo type:** Whether the cargo is considered hazardous or high-value
- **Driver history:** Accident and traffic violation records
- **Operating area:** Traffic density and geographic location
- **Coverage level:** The amount of liability coverage selected
- **USDOT authority:** Whether the truck is registered with the Federal Motor Carrier Safety Administration
- **Performance History:** To include SMS violations & Loss Runs
- **Technology:** Driver monitoring, crash mitigation, etc.

Technology and Trucking

- Driver behavior
- Real time assessments
- Fatigue monitoring
- Distracted driving alerts
- Traffic + weather conditions
- Driver coaching
- Driver score cards



Risk Tolerance & Culture





Artificial Intelligence (AI) is the ability of a computer system to mimic human-like thought processes.

Technology and Trucking



AI is transforming the trucking industry

- Improved Safety
- Driver Monitoring Systems
- Optimized Routing
- Load Matching
- Enhanced Fuel Efficiency
- Predictive Maintenance
- Advanced Driver Assistance Systems (ADAS)
- Autonomous Trucks



How emerging technologies will impact trucking claims



Technology and Trucking





● AI ● ENERGY ● NEWS ● PITTSBURGH ● TOP STORIES

Pennsylvania Energy and Innovation Summit to Showcase More Than \$90B In Investments For Commonwealth

BY STEVE ULRICH

JULY 15, 2025

Artificial Intelligence (AI) in Risk Assessment



How Generative AI Could Steer Commercial Trucking Insurance in New Direction





Alerts & Coaching

Accurate AI and
a positive approach engages
and retains drivers





Improving safety
increases fleet ROI



Aurora Begins Commercial Driverless Trucking in Texas, Ushering in a New Era of Freight



Aurora's self-driving trucks hit the road in Texas (credit: Aurora)





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QUESTIONS?



THANK YOU FOR
JOINING US!