

# PROVIDING HOLISTIC SAFETY SOLUTIONS FOR MOTORCYCLE FLEETS USING ARAS

## SINGAPORE POST LIMITED

Singapore Post (SingPost) is the national postal service and global logistics provider. Recognising that riders are the most vulnerable group of road users, SingPost explored various technologies to better protect their riders. They piloted the Rider Dome, an Advanced Rider Assistance System (ARAS)\* system, in 2022, to better safeguard their riders on the road. It has since been installed in about 30% of their motorcycles to-date. This is coupled with defensive riding training to prevent vehicular accidents.

The Rider Dome harnesses the power of vision AI and machine learning to generate real-time alerts, enabling riders to anticipate and prevent potential accidents on the road. With Rider Dome's Fleet Monitoring Platform, fleet managers can aggregate and access real-time data to monitor the safety of their motorcycle fleet.

This allows them to better manage risks and improve operational efficiencies. Rider Dome alerts the rider when approaching vehicles are at their blind spots, one of the biggest dangers for a motorcyclist especially when they are changing lanes. It also alerts the rider if he is too close to the vehicle in front. Both blind spots and tailgating are common problems in motorcycle accidents. With Rider Dome, riders became more aware of SingPost's emphasis on WSH, enhancing the safety culture in SingPost.

### Challenges faced

Initially, the warning system was excessive and became a hindrance to the rider, leading them to ignore some of the warnings. SingPost worked together with the developers to finetune the threshold of alerts given while still ensuring it served its overall purpose.

Consistent with other new implementations, it also took some time for the riders to get used to the system. After effective training and communication, riders became appreciative of SingPost's efforts to enhance their safety.

*\*The ARAS was procured from Rider Dome Pte Ltd*



#### Thoughts and reflections:

*"As we continue to strive for safer roads and fewer accidents, the integration of vehicle safety technology emerges as a crucial component in achieving this goal. By embracing these advancements, we not only protect ourselves and our team but also contribute to building a safer and more resilient transportation ecosystem for generations to come. I am glad to be able to witness the power of innovation to pave the way towards a future where road safety is paramount."* - **Md Fareed Saslee Bin Sani, Deputy Vice President**

*"Recently, I had the opportunity to experience the safety features offered by Rider Dome on our new three-wheel EV. From real-time tracking of my ride to blind spot detection and collision warning, I felt more secure throughout my journey. The technology not only provides a real time assessment of the road conditions but also places a paramount emphasis on rider safety. I am even considering seeing if the system can be installed on my personal bike. I highly commend our management's commitment to providing secure and reliable riding experience for all of us."* - **Vijayan A/L Gunesekara, Senior Mail Ambassador**

