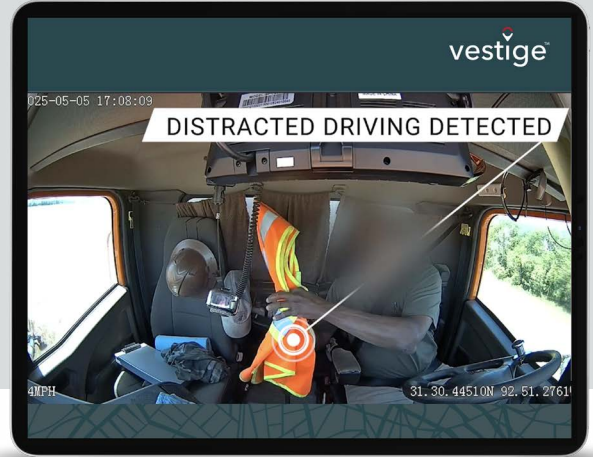


From Resistance to Reliance:

How Fleets Are Embracing AI Cameras for Safety and Survival

By Bryan Mitchell



A New Kind of Visibility

When Max Piñeiro's tow operator was fired upon while recovering a Maserati, the dash and body cameras from **Vestige** recorded every moment. The video helped police confirm the driver's innocence, calmed a shaken client, and protected Elite Collateral Recovery's insurance coverage.

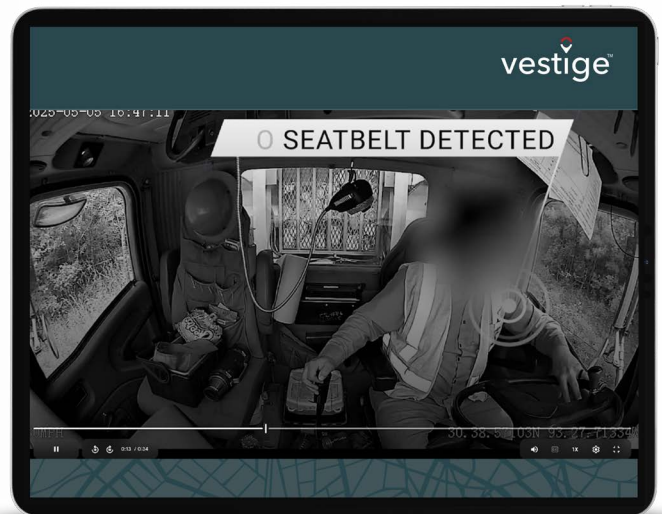
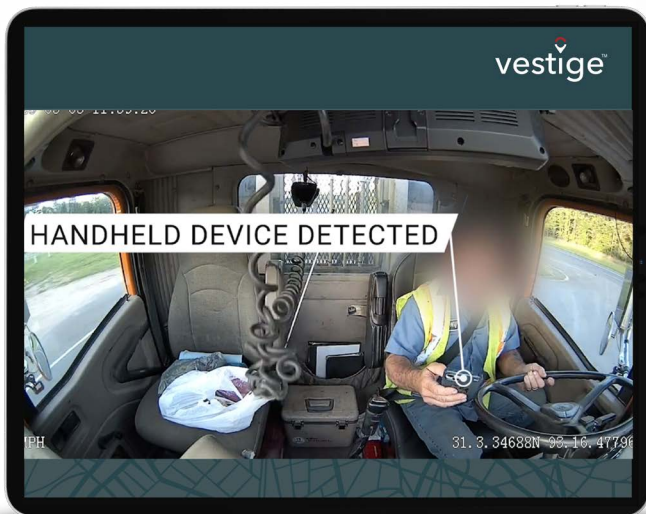


"If it wasn't for the cameras, we wouldn't be in business today,"
Piñeiro said.

"With insurance rates where they are, the cameras are essential to protecting ourselves and our clients."

For years, cameras in trucks or buses symbolized distrust — an eye in the cab.

Today, they're lifelines. From school buses in Washington D.C. to long-haul freight corridors on the East Coast, fleets are discovering that visibility isn't surveillance. It's survival.



The Changing Conversation Around Dash Cams

Two decades ago, early dash-cam programs met fierce driver resistance. Privacy fears loomed large; unions balked; managers worried about morale. But the cultural tide has turned.

The **American Transportation Research Institute (ATRI)** found that driver approval of dash and in-cab cameras **rose 87 percent** when footage was used primarily for coaching and safety, not punishment. The study underscored that **purpose and transparency** — not the technology itself — determine acceptance (ATRI, 2023).

Likewise, researchers from the **Future of Privacy Forum**, in collaboration with several universities, concluded that video-based safety systems “*reduce driver distraction, provide real-time feedback, improve training, and assist in post-collision investigations.*”

These benefits have made video evidence a mainstay in transportation safety policy across both public and private sectors (FPF.org, 2022).

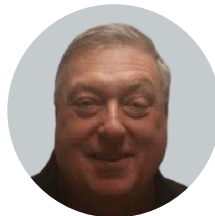
In short, video isn't an intrusion anymore. It's insurance for the truth.



*“It’s high quality at reasonable prices.
The quickness of access is by far the best thing.”*



— **CHRISTIAN REED,**
OPERATIONS LEAD,
VERIFIED RESPONSE



“I’d give Vestige a 4.5 out of 5. The product works, it’s helped us put people in jail, and it keeps my guys out of trouble.”



— **MIKE MCGREGOR**
OPERATIONS & SUPPORT MANAGER
VERIFIED RESPONSE

Proof on the Ground: Elite Collateral Recovery

Elite Collateral Recovery operates in one of the most volatile niches of transportation — vehicle repossession. Crews enter unpredictable neighborhoods at night, dealing with tense confrontations and soaring insurance premiums.

When Piñeiro switched to **Vestige's AI-powered vehicle and body camera suite**, he wasn't buying gadgets. He was buying resilience.



“The body cam is what changed our game. Now we record every element of the process — from the moment we arrive on scene to when the vehicle is secured,” he said.

The results were decisive: fewer staged-accident claims, faster insurance resolutions, and a measurable drop in confrontations. Lenders, once anxious about liability, now ask if Vestige cameras are installed before awarding contracts.

Piñeiro sums it up bluntly: *“You don't know how much you need cameras — until you need them.”*



Body Camera



Mini Sideview Camera



Front Dash Camera

Data-Driven Safety for the Long Haul: SalSon Logistics

In Newark, **SalSon Logistics** faced a different crisis. By 2017, the 750-truck carrier was paying more than **\$9 million a year** in insurance settlements — much of it to staged-accident rings targeting commercial fleets.

Vice President John Lampasona recalls the moment he realized traditional safety policies weren't enough.



“We were flying blind,” he said.
“Vestige gave us eyes.”

Vestige implemented a 360-degree AI camera network with live streaming, driver-behavior detection, and real-time coaching tools. Within two years:

- Insurance payouts plunged from **\$9 million to under \$200 thousand.**
- Annual accident counts dropped from **418 to 24.**
- Driver morale improved as exonerations replaced accusations.



Staged crashes that once drained millions now dissolve instantly in court when Vestige footage rolls.

“Regardless of the level of the organization,” Lampasona says, ***“dash cameras have a meaningful impact on both safety and cost.”***



The Education Sector: Protecting Students, Empowering Staff

In school transportation, safety means more than avoiding collisions. It means knowing where every child is — and being able to answer every parent’s question.

At **The Field School** in Washington, D.C., transportation supervisor **DeAsya Caster** adopted Vestige’s three-camera configuration to ensure both transparency and peace of mind.

Each bus carries a forward-facing lens for traffic, a driver-facing camera for compliance, and a rear cabin camera for student supervision. Coupled with live GPS tracking, the system gives Caster real-time operational control.

“I like Vestige. I’d recommend it to other schools,” she said.

“The GPS and cameras give me peace of mind.”

When a bus was involved in a minor accident, she retrieved footage immediately, closing the investigation before the insurance adjuster even arrived. Parents’ “Where’s my bus?” calls now get instant answers.

That visibility builds trust — the currency every school transportation director needs most.



Certified Auto Mall: Turning Risk into Reputation

For **Certified Auto Mall**, a New Jersey-based pre-owned dealership and service center, the turning point came not from an accident but an accusation. A customer claimed a technician damaged a vehicle during service. Vestige video proved otherwise.

Since installing **Vestige AI-powered vehicle cameras**, Certified has documented every test drive, shop repair, and customer handoff. The system's **AI event detection** automatically flags risky driving or harsh braking, helping supervisors intervene before incidents escalate.

The outcome? Fewer claims, stronger insurer confidence, and a safety culture that extends from the lot to the highway.

“Video has changed the conversation,” one manager told Vestige.

“It’s no longer about blame — it’s about learning and prevention.”

By merging accountability with empathy, Certified built something rare in retail automotive: a culture of safety that customers notice.



Public Policy Backs the Shift

Government and academic research are reinforcing what fleets already know.

- The **Federal Motor Carrier Safety Administration (FMCSA)** found that onboard video and telematics systems can reduce preventable accidents by **up to 20 percent**, particularly when paired with driver coaching programs (FMCSA 2021 Report to Congress).
- The **National Transportation Safety Board (NTSB)** now recommends forward-facing cameras for all commercial carriers, citing their role in both crash reconstruction and driver exoneration.
- Universities such as **Virginia Tech's Transportation Institute** report that AI-assisted video analysis provides the fastest measurable ROI of any fleet safety technology, with payback often within the first year.

As regulations evolve — especially around nuclear verdicts and rising liability premiums — fleets are discovering that failing to deploy video evidence can cost far more than installing it.



PREVENTABLE
ACCIDENTS
REDUCED BY UP TO

20%



RECOMMENDS
FORWARD-FACING
CAMERAS

**FOR CRASH
RECONSTRUCTION AND
DRIVER EXONERATION**



FASTEST ROI:
PAYBACK
OFTEN WITHIN THE

1st
YEAR

Technology, Not Surveillance

Despite the data, some skepticism remains. Veteran drivers worry about “Big Brother” oversight; unions seek guarantees of footage use. Experts say that’s natural — and solvable.

The key, according to ATRI’s 2023 study, is **clear communication and shared ownership**. Fleets that involve drivers early, explain how footage is stored, and emphasize its protective purpose see near-universal acceptance.



Vestige systems support that transparency through role-based access controls, audit trails, and strict retention policies that align with privacy best practices.

“Drivers come to see the camera as their advocate, not their judge,” says one Vestige customer. *“It’s the difference between surveillance and support.”*



A Broader Definition of Safety

Video telematics isn't just about crash prevention anymore. Fleets are using it to:

- Document compliance for DOT inspections and school district audits.
- Detect fatigue and distraction using AI-based facial recognition algorithms.
- Respond instantly to panic-button alerts from wearable cameras during field service calls.
- Verify service in municipal and utility fleets, where location-tagged footage confirms snow-plowing, pothole repair, or trash collection.

This convergence of data and visibility is shaping the next phase of fleet management — one where safety, efficiency, and accountability share the same dashboard.

The Human Impact

For Piñeiro, Lampasona, Caster, and hundreds of other fleet leaders, AI cameras do more than capture video. They change culture.

When drivers know their professionalism is verifiable, they take pride in it. When supervisors have real-time data, coaching becomes constructive, not punitive. When executives see reduced claims and downtime, they reinvest in better equipment and training.

That feedback loop — evidence, trust, improvement — defines the new era of fleet safety.





“Regardless of the level of the organization, dash cameras have a meaningful impact on both safety and cost.”

— JOHN LAMPASONA,
VICE PRESIDENT,
SALSON LOGISTICS



“If it wasn’t for the cameras, we wouldn’t be in business today.”

— MAX PIÑEIRO,
OWNER,
ELITE COLLATERAL RECOVERY



Looking Ahead: Accountability as Advantage

As insurance markets harden and litigation costs soar, the fleets thriving are those that can prove their story in seconds. Vestige customers aren’t just reacting to this environment — they’re defining it.

AI-enabled video isn’t a luxury add-on. It’s the backbone of a modern safety strategy — and increasingly, a **competitive differentiator**. Fleets with comprehensive video programs win contracts, secure better rates, and attract safety-conscious drivers.

The next frontier lies in integration: uniting **vehicle, body, and personal-safety cameras** into one synchronized platform. Vestige’s cloud architecture already does that, linking wearable panic buttons, dash cams, and GPS data into a single narrative of accountability.

Conclusion: The Visibility Revolution

Across every sector — logistics, repossession, education, automotive — one pattern repeats: skepticism fades once the first incident happens.

A driver exonerated. A claim overturned. A parent reassured. A brand protected.

That’s the real revolution: not just the technology, but the trust it restores.

As Piñeiro puts it, **“With Vestige, we’re protected.”**

About the Author

Bryan Mitchell writes about technology, transportation, and safety innovation for VestigeView. His work explores how data and design are redefining accountability across the connected fleet industry.