

A METHOD OF MANAGING A DRIVER REWARDS PROGRAMME AND A SYSTEM THEREFOR**Abstract**

A method of managing a driver rewards programme includes receiving data including information relating to the compliance of a driver in one or more of a plurality of programme areas related to motor vehicle driver behaviour and storing the data in a database. Awarding points to the driver wherein the points allocated are related to the compliance of the driver in one or more of the programme areas and using the points allocated to determine a reward for the driver.

Figure 1