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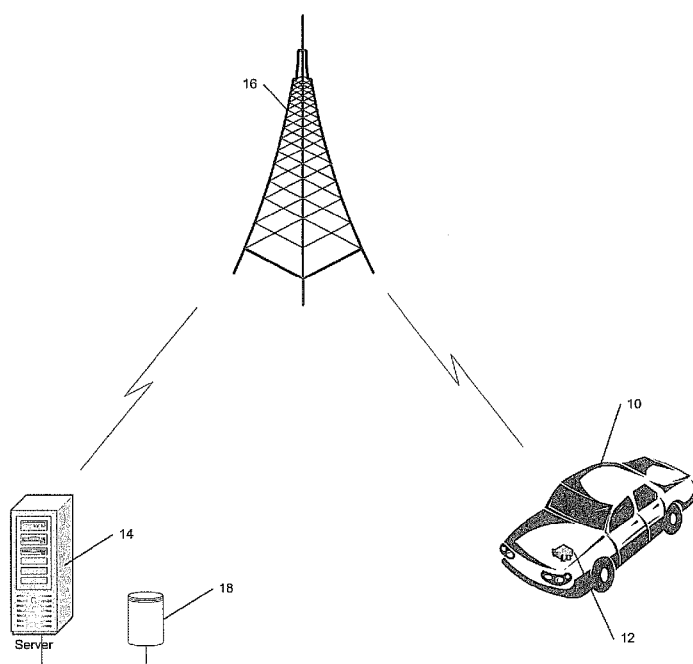
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[Continued on next page]

(54) Title: A METHOD OF MANAGING A DRIVER REWARDS PROGRAMME AND A SYSTEM THEREFOR

Fig. 1



(57) Abstract: A method and system for managing a driver rewards programme includes receiving data including information relating to the compliance of a driver in at least one of a plurality of programme areas related to motor vehicle driver behaviours and storing the data in a database. Points are awarded to the driver wherein the points awarded are related to the compliance of the driver in the at least one programme area. Finally, the points awarded are used to determine a reward for the driver wherein the reward is a fuel related reward.



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