

KEYSTONE
by ir.deta

ir.deta

Female drivers bring unmatched safety records, loyalty and problem-solving skills that strengthen the entire transportation network.

We believe in a future where women feel safe and supported on every journey.

Driving safety.
Driving equality.
Driving the future.

We are putting the power back in the hands of drivers – especially women.

With remote access control, secure vehicle sharing and real-time monitoring, we are here to create a world where drivers feel empowered and safe every mile of the way.



Keystone by Irdeto:
**The smart way to manage
your fleet**

**How to
overcome
gender bias
in trucking**



The roadblocks female truck drivers face



70% of female drivers reported experiencing verbal harassment at least once while on the job.



40% of female drivers report being assigned fewer valuable routes or being evaluated more harshly during training.



20% of female drivers leave the industry within the first year due to lack of support and poor working conditions.



41% of female drivers report having limited access to clean and safe restrooms on a daily basis.

All data sourced from: ATRI (2024) Identifying and Mitigating the Challenges Faced by Women Truck Drivers; Women in Trucking (2022) Addressing Gender Bias and Harassment in the Trucking Industry, Women in Trucking (2022) Recruiting Guide: Retaining Female Professional Drivers

What can companies do?

KEYSTONE

by **irdeba**



Gender diversity benefits



Improved safety records
Female drivers have 20% lower chances of serious accidents.



Customer satisfaction
25% of trucking companies with more female drivers report better customer relations.



Lower turnover
Companies with higher number of female drivers have up to 15% lower turnover rates and higher driver loyalty.