



J.B. Hunt and Fleetworthy: Advancing Weather-Aware Safety in Modern Trucking

Severe weather has long influenced the trucking industry, and expectations around how fleets prepare for and respond to those conditions continue to evolve. For J.B. Hunt, weather safety has always been part of a broader commitment to operational excellence, driver support and continuous improvement.

"We've focused on educating our drivers and reinforcing how conditions should influence their decisions," said Joshua Vance, Vice President, Safety & Compliance. "The question is how to strengthen that support in real time, when drivers are actively navigating changing conditions."

As the industry places increasing emphasis on proactive safety practices, J.B. Hunt saw an opportunity to enhance its existing programs. Training, policies, and coaching remain essential, but new tools can help reinforce those principles on the road.

"In today's environment, demonstrating proactive risk management is important," Vance said. "Technology can help us support drivers with timely information that complements their training and experience."

This focus on continuous improvement made Fleetworthy a strong addition to an already strong safety culture.

EXTENDING A STRONG SAFETY CULTURE WITH REAL-TIME SUPPORT

Fleetworthy's in cab alerting technology offered a way to reinforce J.B. Hunt's safety expectations during active weather events. J.B. Hunt approached the initiative not as a standalone technology deployment, but as an extension of its broader safety program.



Key Benefits

34,000+

severe weather alerts delivered

5,000+

vehicles covered during pilot

Enhanced

driver coaching through
targeted visibility

“We weren’t looking for a system that simply delivered notifications,” Vance explained. “We wanted something that aligned with our philosophy of supporting informed decision making.”

Together, the teams explored whether real time severe weather alerts could help drivers adjust their behavior when conditions warranted additional caution.

PILOT INSIGHTS: REINFORCING SAFE DECISION-MAKING

During a six month winter pilot, Fleetworthy delivered more than 34,000 severe weather alerts across nearly 5,000 J.B. Hunt owned vehicles. Alerts were triggered by active National Weather Service events, including ice storms, snow squalls, blizzards and high wind warnings.

The pilot demonstrated that real time alerts can help reinforce safe driving practices. As drivers adjusted their speed after receiving an alert, it reflected alignment between the technology and J.B. Hunt’s training principles.

During a major February ice event in the Midwest, for example, drivers operating within affected regions consistently moderated speed after receiving alerts. “That’s when you see the value,” Vance said. “It supports drivers in real world conditions.”

TARGETED COACHING THROUGH ENHANCED VISIBILITY

As part of its continuous improvement approach, J.B. Hunt looked beyond overall averages to identify opportunities for more targeted coaching. Working with Fleetworthy, the teams developed a secondary escalation alert designed to provide additional reinforcement when weather conditions remained hazardous.

During a subsequent pilot, drivers who received a secondary alert also adjusted their speed in response. This helped J.B. Hunt focus coaching efforts where they could have the greatest impact.

“It allows us to direct our attention to the situations where additional support may be helpful,” Vance said. “That’s consistent with our philosophy of targeted, data informed coaching.”

COLLABORATION THAT DRIVES SCALABLE INNOVATION

J.B. Hunt’s involvement extended well beyond testing. Their feedback helped shape how the system evolved, ensuring it aligned with the needs of large, complex fleets.

“We operate at scale,” Vance noted. “Anything we implement has to be consistent, repeatable and measurable.”

Throughout the collaboration, J.B. Hunt contributed insights on driver workflows, safety operations and real world conditions. Fleetworthy then incorporated this feedback into enhancements such as:

- Real time visibility into alert activity
- Speed related insights within weather zones
- Map based context for safety teams
- More automated workflows to support coaching

“This wasn’t a one time deployment,” Vance said. “It was an ongoing effort to refine and improve the system.”

“That’s when you see the value. It supports drivers in real-world conditions.”

— Joshua Vance —

VP of Safety & Compliance, J.B. Hunt

FROM PILOT TO BROADER DEPLOYMENT

After validating the program across multiple winter seasons, J.B. Hunt expanded the initiative across its company owned fleet. The decision reflected confidence in a tool that complements existing safety practices and supports drivers with timely, relevant information.

“In today’s environment, it’s important to show how you’re supporting safe operations,” Vance said. “This gives us another way to reinforce the training and expectations we already have in place.”

SUPPORTING INDUSTRY-WIDE PROGRESS

J.B. Hunt has long been recognized for its commitment to safety and continuous improvement. This collaboration reflects how that leadership continues to evolve.

“We can’t control the weather,” Vance said. “But we can continue to improve how we prepare for it and how we support our drivers.”

The innovations developed through these efforts have since been incorporated into Fleetworthy’s broader offering, making enhanced weather alerting and coaching workflows available to fleets across North America.

What began as a collaborative effort between two organizations has contributed to a more proactive, scalable approach to weather aware safety across the industry.



ABOUT FLEETWORTHY

Fleetworthy is redefining road readiness with trusted solutions that deliver fleet safety, compliance, and efficiency. With the only technology suite combining safety, compliance, toll management, and weigh station bypass, we enable fleets to simplify operations and perform at their best.

Already trusted by 75% of the top fleets in North America, Fleetworthy offers the largest bypass network and the most complete and adopted toll management solution. Our technology helps fleets reduce delays, cut operating costs, and gain critical financial visibility. Going beyond regulatory requirements, our compliance capabilities enhance fleet safety, reduce risk, and support proactive audit readiness.

Fleetworthy supports millions of vehicles and drivers and is recognized across the industry for innovation and leadership. We are defining the future of road readiness. Learn more at fleetworthy.com.