

Is your fleet **LaneScan Safe™**?

The blind spot or *No Zone* problem is a particularly sensitive issue for utility, state and local government truck fleets. Each additional fatality is one too many. And, of course, there is inevitably property and truck damage. With trucks out every day turning through narrow streets, backing up in areas with children, navigating alleyways and entering/exiting highways, *it's a well-known fact that drivers can't prevent accidents they can't see.*

LaneScan's patented technology gives you a simple, inexpensive tool to help

- save lives
- prevent accidents
- lower operating costs
- work safely in all weather

No wonder over 100 state and local government agencies have already specified LaneScan on truck purchases!

With LaneScan, at the push of the button, **Go Zone** gives drivers much greater visibility into multiple lanes of traffic on both sides of the vehicle. Before moving, drivers can scan around the vehicle's work areas for workers, pedestrians and otherwise unseen objects. Additionally, drivers can scan one or more lanes before merging, backing or any other difficult visibility maneuver they have to perform many times each day. When the button is released, the mirror automatically returns to its original set point, ensuring proper mirror adjustment and normal viewing.

The best tool in the driver's toolbox is *improved visibility*. Eliminate the blind spot, and drivers get a clear picture of the lanes beside them. That's what drivers want. That's what safety requires. That's what LaneScan delivers.

"I frequently evaluate safety-related products on our fleet equipment, and all too often these products don't deliver. LaneScan is one of the few safety products that exceeded our expectation. As an LTL carrier, we have greatly reduced backing accidents and lane change accidents. And, we got an added bonus – LaneScan requires zero maintenance!"

– Joseph F. Carey, Dir. of Safety, P & P Transport

"I really like the LaneScan mirror; it makes backing into a dock so much easier. I also use the mirror when trying to see if oncoming traffic has gone by when it's impossible to see to the right. I would highly recommend this mirror to be used on any truck."

– Charles Boshinski, Road Scholar Transport

"When making a right turn the driver can see the sidewalks and curbs. LaneScan helps to prevent blowing out tires and wrecking wheels."

– Jamie M. Rehrig, Hertz Equipment Rental

"For striping I can easily adjust the mirror to see the lane and edge of lines while painting."

– Earl Stiflen, Hartford County, MD

"LaneScan makes daily driving much safe and more enjoyable. Thank you!"

– John Thacker, Pennsylvania DOT

"LaneScan should be used on all trucks and sweepers."

– Howard Pule, Virginia DOT

"It's great for blind side backing."

– Anthony Ciarcia, US Postal Service



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The mirror blind spot solution

- **Save lives**
- **Reduce property damage**
- **Cut maintenance costs**
- **Increase productivity**



Easy to Use, Inexpensive to Maintain

It's no secret that state and local government budgets have been severely slashed. DOT's, public works and other municipal fleets have postponed purchases and must make every penny count to keep their trucks safe and as productive as possible. But that's not always easy because of limitations inherent in conventional side mirrors – limitations that include dangerous blind spots and mirrors that can break off when they hit tree limbs and other objects.

LaneScan has the solution...

Go Zone™ is a proven, reliable and low-cost side mirror technology that saves lives, reduces property damage, cuts maintenance costs and increases productivity. It's simple to install, easy to operate and very inexpensive to maintain.

Drivers like it because **Go Zone** substantially enhances the functionality of both side mirrors – a key safety tool they're already comfortable using and rely on in their everyday driving. Government fleet managers like **Go Zone** because it significantly improves safety and minimizes *No Zone* accidents. From a maintenance viewpoint, LaneScan's exceedingly durable slip clutch and gear mechanism harmlessly absorbs impacts from tree limbs, signs or snow. The mirror then returns to its original set position. If the mirror glass breaks, it's simple to replace, so your trucks stay in service.

LaneScan's rugged **Go Zone** technology can be ordered as an OEM option or is easily and inexpensively retrofitted with most power mirrors used on vocational trucks. **Safety. Reliability. Durability** – the main reasons why LaneScan is well on its way to becoming the standard for state and local government truck fleets.

The PROBLEM

The Federal Motor Carrier Safety Administration (FMCSA) reports that some 35% of all truck-related accidents occur in a driver's blind spot during routine maneuvers like turning, merging, changing lanes or backing. The associated costs for property damage, medical claims, lost commerce, litigation and insurance are estimated at over *one billion dollars annually*, and the figure spirals upwards each year. No wonder DOTs, public works and other governmental agencies at all levels are seeking a cost-effective solution.

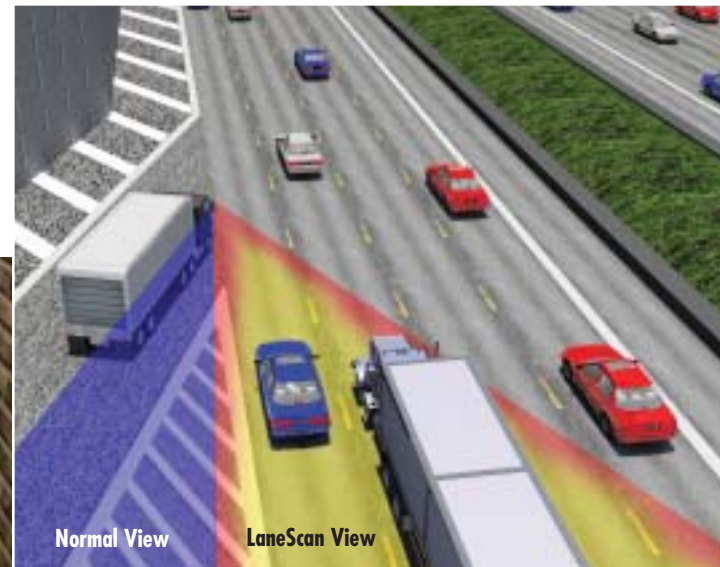


The SIMPLE, low-cost, blind spot SOLUTION

No matter how experienced or how well trained your drivers are, they can't effectively see into blind spots no matter how hard they look.

Go Zone provides a simple yet critical solution, giving drivers added visibility into these *No Zones*, turning them into *safe Go Zones*.

With a six-year track record of proven success in



reducing accidents, cutting maintenance costs, increasing truck productivity and, most of all, saving lives, LaneScan has installed thousands of units on state and local government trucks throughout the country. LaneScan is rapidly becoming the blind spot safety tool of choice.

FACT: 98% of surveyed drivers who have used Go Zone say it's a great tool that makes their daily driving safer and easier.

LaneScan's COMPETITIVE ADVANTAGE

Municipal trucks are built for demanding applications. It's no secret that to win business OEMs are continually upgrading trucks for the municipal market, from increased maneuverability to greater payloads. Doesn't it make sense for side view mirrors to keep pace?

Unlike spot mirrors which at best provide a distorted view of potential hazards with no reliable depth perception, LaneScan's patented technology offers a simple, inexpensive solution to providing greater visibility into blind spots in all types of traffic and road conditions.

LaneScan's rugged **Go Zone** works in all weather conditions, just like your trucks. And, when the glass on the mirror breaks, it's simple and inexpensive to replace... reducing maintenance costs and vehicle downtime!

FACT: "driver distraction" was involved in 65% of all lane change, merging, passing, turning accidents.

Why would you want to put more distractions in your trucks?

Most importantly, **Go Zone** substantially enhances a key safety tool drivers use and rely on in their everyday driving – their mirrors. And, **Go Zone** makes it convenient and simple for drivers to maintain "proper mirror adjustment" day in and day out.



It pays to be LANESCAN SAFE

Being LaneScan safe is also a benefit to your maintenance budget. State and local governments have realized substantial maintenance savings by using **Go Zone** because mirror heads don't break off and mirror glass is easily replaced. **Go Zone** also increases productivity by reducing truck down time. But that's only the beginning of the bottom line benefit. With **Go Zone** your trucks will have

- ▶ lower accident-related costs
- ▶ less litigation costs from injuries and wrongful death suits
- ▶ fewer image problems with the news media and public

Let us show you how to make your municipal vehicles **LaneScan safe**.



For more information, or to view our demonstration video, visit our website:

www.lanescan.com

or email us at info@lanescan.com