

# Is your fleet **LaneScan Safe™**

The blind spot or *No Zone* problem gets worse every year as our nation's roadways and highways become increasingly congested. Despite efforts to better train drivers, the fact is that trucks are out every day turning through streets, backing into loading bays, merging into traffic and entering/exiting highways. Efforts to educate the driving public about the *No Zone* problem have not dramatically reduced the number of deaths and accidents each year involving large trucks. If anything, automobiles, cyclists and pedestrians largely remain oblivious to the very real danger posed by blind spots. While driver training is good, *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
- reduce maintenance expenses
- lower operating costs

The best safety 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

"LaneScan gives real time visibility into blind spots before turning. Every trucker will want LaneScan mirrors... and every truck should have it."

– Michael P. Truitt, J.B. Hunt

"When I leave a rest area, I use LaneScan to watch the blind spots."

– Wayne Carlson, Schneider National

"LaneScan is a great blind spot solution. It's the best thing since the invention of regular mirrors."

– Davis Howell, BFI

## LaneScan™

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## LaneScan™

### Turn the "No Zone" into a Go Zone!



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While fleet safety has dramatically improved in recent years, two of the three leading causes of large truck accidents involve the *No Zone* – making blind spots the #1 cause of fatalities, property damage and spiraling insurance costs.

#### LaneScan has the solution...

LaneScan is a proven, reliable and low-cost side mirror technology that helps save lives, reduce property damage and increase productivity. It's simple to install, easy to operate and very inexpensive to maintain.

*Go Zone™* and *Auto View™* have been enthusiastically embraced by fleet operators for their tractors and straight trucks because it significantly improves safety while reducing maintenance costs, as well as skyrocketing costs associated with *No Zone* accidents. Drivers like our mirror technology because it substantially enhances the functionality of both side mirrors – a key safety tool they're already comfortable using and rely on in their everyday driving.

At the push of a button, LaneScan's rugged *Go Zone* gives drivers much greater visibility into multiple lanes of traffic on both sides of the vehicle. Drivers can scan one or more lanes before turning, merging, backing or any other difficult visibility maneuver. When the button is released, the mirror automatically returns to its original set position... ensuring proper mirror adjustment and providing the driver normal viewing.

LaneScan's state-of-the-art *Auto View* for tractors incorporates all of *Go Zone's* valuable features while automatically adjusting the right hand mirror to maintain visibility of the right rear corner of the trailer. This enhanced visibility is especially valuable to the driver during right hand turns and blind side backing maneuvers.

# 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. Two of the leading accident scenarios are when (1) a motorist tries to pass a truck on the right while the truck is making a right hand turn – the so-called “right-turn squeeze” and (2) when a motorist rides in a truck's blind spots. These accidents happen even though 80% of them occur during normal weather conditions on dry roads and 70% take place during daylight hours... meaning, the driver couldn't see the danger. The costs to fleets are staggering. The crash cost per 1,000 truck miles is \$157 for straight trucks, \$131 for single combination trucks and \$63 for multiple combinations.\* According to FMCSA, the average cost of each large truck

- accident was \$59,153 (with tractors pulling two trailers the average was \$88,483 per crash)
- crash with injuries averaged \$164,780
- fatal crash involving bobtails averaged \$4.2 million

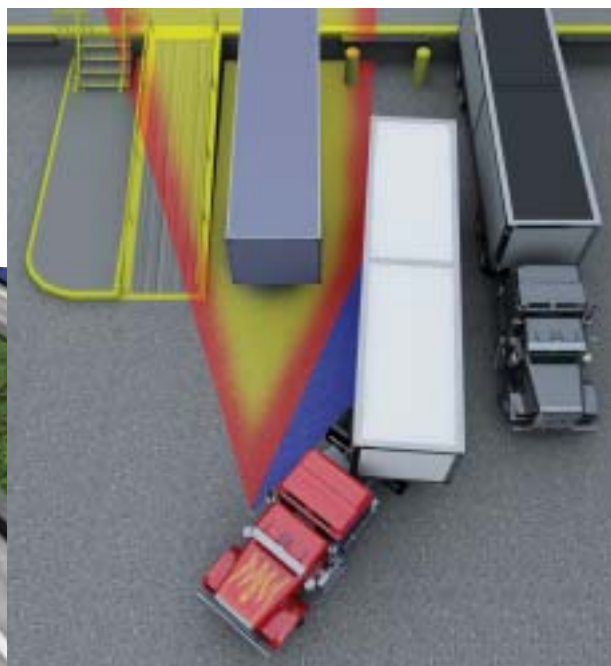


# The SIMPLE, low-cost, blind spot SOLUTION

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

LaneScan 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 expenses and saving lives, LaneScan has installed thousands of units throughout the country.



**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

Compared with other collision avoidance systems, such as video screens and audio sensors, LaneScan technology offers a simple, inexpensive solution by providing substantially greater real time visibility (in the large flat glass mirror) into blind spots in all types of traffic. Equally important, **Go Zone/Auto View** do not rely on

- distracting signals or disorienting video screens that are frequently hard to interpret, especially in stressful situations (and sometimes cause motion sickness)
- cameras that can be less useful when road dirt, salt and snow covers their lenses and are a hassle to keep clean
- sensors that misinterpret potential hazards or fail altogether

LaneScan's rugged **Go Zone** works in all weather conditions, just like your trucks. And, when a mirror glass 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/Auto View** substantially enhance a key safety tool drivers use and rely on in their everyday driving – their mirrors. And, **Go Zone/Auto View** make it convenient and simple for drivers to maintain “proper mirror adjustment” day in and day out.

# It pays to be LANESCAN SAFE

**Go Zone/Auto View** also contribute to the bottom line. The average return on investment with either of these products is six months or less. But that's only the beginning of the bottom line benefit. With **Go Zone/Auto View** your trucks will have

- lower accident-related costs
- reduced maintenance costs
- less litigation costs from injuries and wrongful death suits

And, by preventing accidents and making it simple to replace broken mirror glass, LaneScan keeps your trucks in service, increasing your productivity.

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

**FACT: The crash cost per 1,000 truck miles is \$157 for single unit trucks, \$131 for single combination trucks and \$63 for multiple combinations.**



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

[www.lanescan.com](http://www.lanescan.com)

or email us at [info@lanescan.com](mailto:info@lanescan.com)