

## Is your fleet **LaneScan Safe™**

The blind spot or *No Zone* problem is particularly heightened for the waste industry. Collection vehicles frequently turn, back up and navigate streets and alleys lined with any number of hazards – not the least of which are helpers, pedestrians, cyclists and small cars. Haulers also enter transfer stations or recycling facilities to dump their loads, often in close proximity to other vehicles, forklifts and facility employees. At landfills, vehicles unload while bulldozers compact the material, frequently close to each other as well as landfill employees. The *No Zone* problem is compounded by the sheer number of these routine maneuvers, which are repeated as many as 800 times each day.

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

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

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



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



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The majority of fatalities each year in the solid waste industry are vehicle-related. Many of these fatalities involve workers being hit by a collection vehicle because the driver couldn't see a person in his blind spot or *No Zone*.

**LaneScan has the solution...**

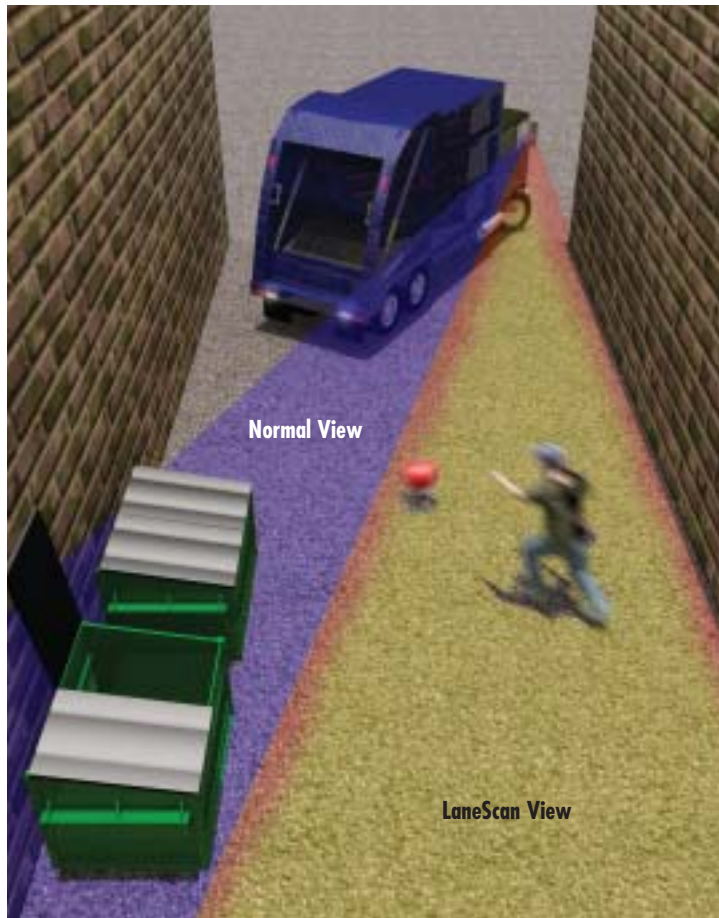
*Go Zone™* is a proven, inexpensive technology to help drivers reduce blind spot accidents and fatalities by substantially minimizing the *No Zone*. It's simple to install, easy to operate and very inexpensive to maintain.

*Go Zone* has been enthusiastically embraced by waste vehicle operators, municipalities and fleet owners because it significantly improves safety while reducing costs associated with *No Zone* accidents. Drivers like the product because it substantially enhances the functionality of both side mirrors – a key safety tool they're already comfortable using, especially with dual-drive trucks.

LaneScan's rugged *Go Zone* technology is easily and inexpensively retrofitted with standard power mirror systems used on most waste trucks. At the simple push of the button, *Go Zone* gives drivers much greater visibility around the vehicle's work area and into multiple lanes of traffic on both sides. Drivers can scan one or more lanes before turning, merging, backing up 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.

# 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 fleet owners, drivers, trade associations, Congress and governments at all levels are seeking a viable 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 costs and saving lives, LaneScan has installed thousands of units throughout the country and 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

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

Compared with other collision avoidance systems, such as video screens and audio sensors, **Go Zone** offers a simple, inexpensive solution by providing significantly greater visibility into blind spots in all types of traffic. Equally important, **Go Zone** does not rely on

- distracting signals or video screens that are frequently hard to interpret, especially in stressful situations
- 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

**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

**Go Zone** also contributes to your bottom line. The average return on investment with **Go Zone** is six months or less. But that's only the beginning of the benefit to your bottom line.

**The average crash cost for straight trucks is \$157 per 1,000 miles, according to FMCSA. The costs for crashes involving property damage, injuries and fatalities are prohibitively expensive.**

With **Go Zone** your trucks will have

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

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



**BE SAFE  
BE PROUD**

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)