

## **PRECO Electronics To Showcase Industry's Most Advanced Side Object Detection System at IAA Commercial Vehicles Conference**

*PRECO will be demonstrating PreView Side Defender within MEKRA Lang's booth at the IAA Commercial Vehicles Conference*

Boise, Idaho ([PRWEB](#)) September 15, 2016 -- PRECO Electronics, the global leader in heavy-duty vehicle collision mitigation, today announced its involvement in the 66th annual IAA Commercial Vehicles Conference. The IAA conference, hosted in Hannover, Germany, assembles the worldwide leaders for mobility, transportation and logistics.

At this year's conference, PRECO will be showcasing PreView Side Defender, the industry's most advanced side object detection solution, within MEKRA Lang's booth (Hall 11 #E21). Developed for the over-the-road (OTR) markets including trucking, municipalities, waste and recycling, the Side Defender system actively warns operators with audible and visual alerts to avoid potential collisions. Additionally, it has the ability to integrate with telematics applications, vision systems, vehicle control systems, or other sensors using industry standard communications. Like all PRECO products, Side Defender is built tough to operate effectively in harsh on-road environments

"We are excited to be a part of MEKRA Lang's presence at this year's IAA Conference," said Tom Loutzenheiser, vice president of business development at PRECO. "MEKRA Lang continues to be an important partner for PRECO in the European trucking market, and the IAA show is the perfect place to showcase our newest and most advanced side object detection system."

PRECO has been working with MEKRA Lang since the beginning of 2016 and is developing product integrations including camera/monitor, mirror, and mirror replacement. "The release of the Side Defender next week at the IAA show provides exciting, future facing potential for the European market," said Loutzenheiser.

For more information on PRECO's PreView Side Defender, please stop by the MEKRA Lang booth (Hall 11 #E21), or visit [www.preco.com/side\\_defender](http://www.preco.com/side_defender)

### About PRECO Electronics

PRECO believes that those responsible for heavy-duty equipment operations have a desire to keep the people and property around them safe and free from harm. We design, engineer and manufacture collision mitigation technology optimized for heavy-duty equipment. Our safety products have survived the industry's most rigorous testing for unstoppable performance in the harshest working conditions imaginable; so operators and fleets can perform with greater confidence and peace of mind.

Established in 1947, PRECO has been providing safety solutions to worldwide heavy-duty industries for almost 70 years. Learn more at [www.PRECO.com](http://www.PRECO.com) and follow us on Twitter @PrecoElec.



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