

PRECO Electronics Joins the Geotab Marketplace with Industry Leading Collision Avoidance Solution

PRECO's PreView Sentry Provides Geotab Customers with Increased Safety Analytics for Medium and Heavy Duty Fleets

Boise, Idaho and Toronto, Canada ([PRWEB](#)) September 12, 2017 -- [PRECO Electronics®](#), the global leader in heavy-duty collision avoidance solutions, today announced that its object detection solution, PreView Sentry™ will now be available on the [Geotab Marketplace](#). Appealing to both on and off road fleets, the integration of [PreView Sentry](#) with Geotab's open-platform telematics solution captures critical data related to blind-zone collision avoidance and near miss information.

Specifically, the combination of PRECO and [Geotab's telematics](#) solution will provide data that will report collision-warning alerts, including detection zones, to report incidents and near misses. The MyGeotab platform can combine this information with other safety analytics such as speed, acceleration, braking and location to give fleet operators valuable safety analytics. Additionally, Geotab users can create real-time event alerts, as well as summary reports to gain broader insights. This advanced technology will help fleets create safer routes and driving habits, while minimizing the costs and occurrences of collisions.

“The introduction of PreView Sentry to the Geotab Marketplace helps provide our medium and heavy duty industry customers with an integrated solution that can provide immediate value,” said Scott Sutarik, Associate Vice President, Commercial Vehicle Solutions at Geotab. “Customers’ ability to capture data will have a dramatic impact on how they evaluate drivers and expectations. Geotab is focused on providing customers with a complete picture of the vehicle operation and PRECO’s collision avoidance data is a critical element to this goal.”

PRECO’s suite of radar-based collision avoidance systems is built to work independently or in conjunction with other safety solutions. PRECO’s flexible radar systems monitor blind spots on the sides and rear of a vehicle, and actively warn operators with audible and visual alerts to help avoid potential collisions – improving operational safety and efficiency.

“PRECO is excited to join the Geotab Marketplace, providing customers with valuable safety event data and analytics for their fleet vehicles,” said [Tom Loutzenheiser \(@tomloutz\)](#), Vice President of Business Development at PRECO. “Our PreView driver assistance systems for collision avoidance are proven to reduce blind-zone accidents up to 80%. Now with Geotab, customers can leverage this event information to improve driver safety and fleet efficiency.”

To learn more, visit [preco.com](#) or contact PRECO at 866.977.7326 or email info@preco.com.

About Geotab

Geotab securely connects commercial vehicles to the Internet, providing advanced web-based analytics to better manage a fleet. Geotab’s open platform and Marketplace, offering hundreds of third-party solution options, allows both small and large businesses to automate operations by integrating vehicle data with a company's other data assets. As an IoT hub, the in-vehicle device provides additional functionality through IOX Add-Ons. Processing more than 1 billion data points a day, Geotab leverages big data and machine learning to improve productivity, optimize fleets through the reduction of fuel consumption, enhance driver safety, and achieve



stronger compliance to regulatory changes. The company's products are represented and sold worldwide through its Authorized Geotab Resellers. To learn more, please visit www.geotab.com and follow us @GEOTAB and on LinkedIn.

About PRECO Electronics

PRECO is the global leader of collision avoidance solutions for medium-and heavy-duty equipment industries. 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 heavy-duty industries for almost 70 years. Learn more at www.PRECO.com and follow us on Twitter @PrecoElec.



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