

PRECO Electronics Eliminates Fleet Blind Spots and Mitigates Collisions

Rush Truck Centers join a growing list of authorized distributors to offer PRECO's PreView® Radar Safety Solutions nationwide

Boise, Idaho and San Antonio, Texas ([PRWEB](#)) August 29, 2017 -- [PRECO Electronics®](#), the global leader in heavy-duty vehicle collision mitigation solutions, today announced that [Rush Enterprises, Inc.](#) (NASDAQ: RUSHA) (NASDAQ: RUSHB), which owns and operates [Rush Truck Centers](#), the largest network of commercial vehicle dealerships in North America, has become an authorized distributor and installation provider of PRECO's PreView Radar safety technology.

As an authorized distributor, Rush Truck Centers will offer PRECO's suite of [active radar-based solutions](#), including PreView Sentry™, Preview Side Defender™ and PreView WorkSight® (including WorkSight for Waste and Wireless WorkSight) across its more than 100 locations nationwide.

Rush Enterprises' Custom Vehicle Solutions locations, which provide commercial vehicle upfitting and other customized services for commercial fleets, will serve as national installation bases for all PRECO products. As an authorized upfitter, Custom Vehicle Solutions will be able to install PRECO's PreView Radar on existing fleets to provide drivers and operators with an active safety solution.

PRECO Electronics' products align closely to the medium and heavy-duty trucking market's growing demand for technologically-advanced safety solutions, including collision mitigation systems. Frost and Sullivan's Automotive & Transportation outlook predicted 35 million light, medium and heavy-duty trucks will be featuring some sort of advanced driver assistance with telematics connectivity by 2020.

As the commercial market looks to provide operators with more integrated safety solutions, the introduction of PreView Radar complements Rush Truck Centers' telematics and driver assistance solutions.

“Rush Truck Centers is a leader in delivering solutions that help make our customers' fleets safer and more efficient,” said Brian Mulshine, Director of Operations Technology and Innovation, Rush Enterprises, Inc. “Adding PRECO's PreView suite to our comprehensive line of technology-enabled fleet safety solutions aligns well with our goal to offer customers best-in-class, customizable solutions to meet their fleets' safety needs,” he added.

PRECO's suite of radar-based collision avoidance systems is built with the flexibility to work independently or in conjunction with other safety solutions. PRECO's flexible radar systems monitor blind spots and actively warn operators with audible and visual alerts to help avoid potential collisions – improving operational safety and efficiency as a result. Additionally, PRECO's flexible technology has the ability to integrate with telematics applications, vision systems, LED mirror indicators, or other sensors using industry standard communications to provide an active safety solution.

“Rush Truck Centers' introduction of PreView Radar to its customer base is a great testament to their commitment to improve fleet efficiency and create safer roads,” said [Tom Loutzenheiser](#) (@tomloutz), Vice President of Business Development at PRECO. “We are excited to have Rush Truck Centers become a part of our growing network of partners.”



To learn more, visit preco.com or contact PRECO at 866.977.7326 or email [info\(at\)preco.com](mailto:info(at)preco.com).

About PRECO Electronics

PRECO is the global leader of collision mitigation solutions for 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.



Contact Information

Bill Cox

PRECO Electronics

<http://www.preco.com>

+1 208.381.0001

Tamara Humphreys

PRECO Electronics

<http://www.Preco.com>

208.323.7110

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