

PRECO Electronics Announces PreView Side Defender to the Over-The-Road Medium and Heavy-Duty Trucking Market

PreView Side Defender Provides Side Object Detection Technology to Mitigate Collisions and Improve Safety for Medium and Heavy-Duty Trucking

Boise, Idaho and Hannover, Germany ([PRWEB](#)) September 21, 2016 -- PRECO Electronics, the global leader in heavy-duty vehicle collision mitigation, today announced PreView Side Defender, the industry's most advanced side object detection solution. Available immediately, Side Defender is engineered for medium to heavy-duty over-the-road vehicles. Designed specifically for heavy and medium trucks, Side Defender actively warns operators of objects in the vehicle's side blind zones, including pedestrians, bicyclists and vehicles, in order to reduce the incidence of side collisions.

PreView Side Defender will be introduced and shared at the 66th annual IAA Commercial Vehicles Conference in Hannover, Germany on September 22-29, 2016. PRECO will be showcasing PreView Side Defender within MEKRA Lang's IAA booth in hall 11 #A21.

In the United States, motor vehicle fatalities rose by 9% in the first half of 2016. The National Safety Council estimates that 19,100 people have been killed over the road since January 2016, and 2.2 million were seriously injured. What's more, 2016 Labor Day was predicted to be the deadliest holiday period since 2008, according to the NSC. Emerging technologies, like the PreView Side Defender will help to significantly reduce these numbers by actively warning operators of potential deadly collisions.

PreView Side Defender can read vehicle speed messages via J1939 CAN bus interface (an industry standard). With speed information, PreView Side Defender can operate intelligently in different modes. In highway mode, the PreView Side Defender alerts operators of vehicles in the side blind zones, while ignoring stationary objects such as guardrails to reduce nuisance alerts. In slow-speed mode, PreView Side Defender is positioned to play an integral role in the emerging side turn assist applications, aimed specifically at reducing the incidence of collisions with pedestrians and cyclists in urban environments.

"PreView Side Defender represents the next generation of side blind zone object detection," said Jim Bean, CEO at PRECO. "Side Defender will help drivers and fleet operations mitigate side collisions, both on highway and while navigating busy urban streets, improving safety and efficiency. Side Defender represents the culmination of over two years of testing and research in order to provide our customers with the most advanced collision mitigation technology available today."

The Side Defender system actively warns operators with audible and visual alerts in order to avoid potential collisions. Additionally, it has the ability to integrate with telematics applications, vision systems, LED mirror indicators, or other sensors using industry standard communications. Like all PRECO products, Side Defender is built tough to operate effectively in harsh on-road environments.

PreView Side Defender is available immediately from PRECO, as well as authorized PRECO dealers and partners. To learn more, visit [preco.com](#) or contact PRECO at 866.977.7326 or email info@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.



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