



BENDIX CONTINUES ONGOING COMMITMENT TO THE IMPROVEMENT OF HIGHWAY SAFETY

For more than 80 years, Bendix Commercial Vehicle Systems LLC and Bendix Spicer Foundation Brake LLC have been setting the industry standard for commercial vehicle air brake charging and control systems. Today, the companies are applying that leadership and momentum to advanced technologies that contribute to vehicle safety.

As it continues its role as a pioneer in delivering the technologies that keep our roadways safe, Bendix urges the industry to actively participate in five key areas it has identified as vital to improved highway safety.

➤ **Expand incentives and education about advanced safety technologies**

Bendix supports legislative initiatives, such as the "Commercial Motor Vehicle Advanced Safety Technology Act of 2011," which offers tax incentives to fleets and owner-operators for purchasing safety technologies. These incentives help fleets and owner-operators equip their vehicles with technologies, such as stability control, forward collision warning and mitigation, lane departure warning, and brake stroke monitoring. These are proven technologies that can help drivers mitigate some of the most common commercial vehicle crash scenarios, such as rollovers, loss-of-control, rear and side collisions.

Industry estimates show that, on average, large-truck crashes involving injury cost more than \$200,000 per event, while those involving fatalities cost more than \$3 million per event. These costs are borne by fleets involved in the accidents, as well as the communities in which the crashes occur – from cleanup and infrastructure repairs to productivity and environmental costs of increased traffic congestion surrounding accident scenes.

Bendix supports the implementation of both proactive and reactive incentives as a means to help promote the increased use of commercial motor vehicle safety systems.

Proactive incentives are designed to motivate carriers to adopt technologies as a crash prevention tactic. This is an especially salient point when considering the current landscape in which some motor carriers gain interest in safety technologies only after an incident occurs; some carriers who want to be proactive in adopting safety systems are stymied by the potentially higher cost of vehicles equipped with such devices; and other carriers who equip vehicles with safety technologies must then compete in a highly price-sensitized marketplace against those who have not made the sizable investment. Creating a more balanced operating environment by incentivizing carriers to more rapidly adopt technologies, will, we believe, offer the potential for a more direct correlation to crash reduction.

A proactive approach that ties safety technology adoption credits (or incentives) to strengthen or maintain fleet and driver CSA scores is an effective possible stimulus. This approach is rooted in the acknowledgement that CSA scores can be either favorable or detrimental to a motor carrier's overall revenue and profitability. Increasingly, shippers, insurers, and other vested parties are making use of scores when selecting transportation service providers; conducting rate-setting reviews; or for other business actions where crashes or low scores can be a significant influencer. By incentivizing fleets and/or drivers via a CSA score "credit," government and industry will realize their joint goal of helping reduce commercial vehicle crashes through increased market penetration of these technologies.

In terms of reactive incentives, Bendix believes this may also help induce fleets and owner-operators that have had issues and/or are facing low CSA scores or compliance reviews, to take action. There are two options we believe are worthy of consideration. First is the use of potential monetary penalties as seed money for acquiring safety technologies. This can help fleets gain access to these technologies and help improve their future performance. The second approach is to provide CSA score-related improvement incentives (or credits) for retrofitting or purchasing new safety technologies that can also help spur on adoption.

The insurance industry can also play a key role in helping prevent crashes and driving down these costs. By using educational programs, premium discounts, and even incentives, insurance companies can encourage their policyholders to incorporate advanced safety and crash mitigation technologies either when specifying their commercial vehicles, or (where applicable) as retrofits.

The incremental benefit of any or all of these approaches – in terms of lives saved, as well as crashes and property damage prevented – is far greater than the cost of their implementation.

Lastly, experiencing the technology in real world situations can help educate many regarding the real value of these technologies. Bendix provides an educational forum for insurance companies, as well as government regulators and legislators, advocacy groups, fleets, and owner-operators, to learn about such technologies through an extension of its Ride and Drive events. Started in 2005, dozens of Bendix Ride and Drives are held each year across North America, delivering important safety information and demonstrations to thousands of industry leaders, fleets, drivers, and representatives from the insurance industry. The events include educational sessions and hands-on demonstration opportunities that enable participants to see and experience firsthand the impact Bendix active safety technologies can have on highway safety and, ultimately, incident costs.

➤ **Future regulations, if necessary, developed with industry insight and delivered in a timely fashion.**

At Bendix, we believe motor carriers – not solely mandates – should be the catalyst to drive safety technology adoption. That said, we also acknowledge that regulation is a reality for every member of the commercial vehicle industry. Delivering the right regulations, future-oriented and based on industry research involving key stakeholders, along with timely implementation are critical to help reduce crashes, injuries, and loss of life on our nation's roadways.

Currently, NHTSA (National Highway Traffic Safety Administration) plans to mandate stability for commercial vehicles – as it has for passenger cars, multipurpose passenger vehicles, trucks, and buses with a gross vehicle weight rating of 10,000 pounds or less. From our perspective, it is most effective to mandate full-stability (ESP/ESC) technology. Through ongoing field testing and evaluation, the company has offered extensive evidence to support its position that full-stability technology for commercial vehicles provides the maximum rollover *and* loss-of-control mitigation potential available.

NHTSA's own studies have found that full-stability systems (ESP/ESC) – which combine both roll and directional (yaw) stability control – could prevent more crashes, reduce more property damage and injuries, and save more lives than roll-only systems. Given NHTSA's desire to enhance and improve highway safety, this technology is proven to provide more impact than roll-only mitigation systems. Full-stability technology is available through all major truck OEMs and is the recommended technology for use on vocational vehicles and motor coaches.

Future studies, such as the undertaking referenced above, however, need to solicit broad industry participation. Companies such as Bendix – which are involved in the creation, development, testing, and deployment of commercial vehicle safety technologies – must be invited to participate and provide their expertise and perspectives to the questions being considered. Too often, these evaluations can be incomplete at best – unbalanced or biased at worst – because appropriate input from those with the most intimate understanding of technologies and their impacts are not solicited. Bendix remains open to sharing its expertise with regulators and legislators as they review and consider commercial vehicle safety technologies and their potential impact on helping reduce crashes, injuries, and fatalities on our roadways.

Bendix applauds the 2009 NHTSA final rule requiring a 30 percent reduction in stopping distance for heavy trucks as a solid step toward endorsing advanced technologies that prevent crashes. In retrospect, however, a more timely implementation of the final rule would serve as a stronger contributor to drive quicker adaption of better braking systems, while helping reduce crashes, injuries, and deaths. We continue to be a strong advocate for the delivery of regulations in a timely and clearly

articulated manner, with a goal of quickly delivering final rules after the NPRM is issued. In the case of reduced stopping distance regulation, the four-year span between the NPRM and the final rule was an unacceptable time frame.

Delays, such as the one cited above, illustrate an aspect of the regulatory cycle – the undue and extended delays between notices of proposed rulemaking (NPRM), final rule release, and subsequent implementation – that remains highly problematic for us all.

Few things have as great an impact on the market, on technology development, and on ongoing business operations, than the “impending” nature of regulations. Motor carriers may delay implementing technologies that could help them today when considering the potential impact of a regulation – especially around technology selection and adoption in the short- and mid-term future. These same considerations are a factor for technology providers which may employ prudent business practices, such as postponing new technology developments, refraining from capital acquisition, and/or delaying employee hiring as they await final rules that may take years to develop. These situations do little to help improve safety through crash reduction or our overall economy.

Bendix encourages the development of, and adherence to, realistic timetables associated with key regulatory initiatives. It is critical that regulators maintain strict time frames for specific steps in developing, reviewing, commenting on, and implementing regulatory efforts – from NPRM through final rule. Specific timelines help all businesses – whether a carrier, manufacturer, or supplier – effectively and efficiently plan for forthcoming regulations.

➤ **Support of driver education, technician training, and proactive brake and tire maintenance**

Active safety systems are dependent on good brake and tire maintenance practices to ensure optimal performance. More frequent and continuous education and awareness programming can help identify and correct brake issues throughout the year, helping to prevent brake-related crashes. ***Bendix supports events such as Brake Safety Awareness Week – an annual initiative sponsored by the Commercial Vehicle Safety Alliance – as a tool to help improve highway safety by identifying potential brake performance issues and educating drivers about the importance of regular brake maintenance.***

Bendix offers ongoing, expert technical support, as well as a variety of educational opportunities for the commercial vehicle industry. Because easy-to-use tools and good diagnostic information are integral to putting safe vehicles on the road, Bendix offers a variety of approaches that help technicians identify and implement braking system repair needs in a timely fashion. Examples include: Bendix® ACom® diagnostic software, which is available free via the Internet, and the Bendix® RDU (Remote Diagnostic Unit), which plugs into the vehicle communication port and quickly identifies brake system default codes. Additional tools, such as the SmarTire™ by Bendix CVS tire pressure monitoring system can help both drivers and maintenance technicians stay knowledgeable about tire pressure – helping deliver additional safety, as well as ongoing savings for the fleet.

Through classroom and online instruction, advanced diagnostics, easy-to-use tools, and the availability of comprehensive air and foundation brake training clinics, schools, and other learning opportunities, Bendix provides commercial fleets, technicians, and drivers with the tools they need to ensure safe operation through assessment, maintenance, and repair.

No commercial vehicle safety technology replaces the most important safety components of all – a skilled, alert, professional driver exercising safe driving habits, as well as continuous, comprehensive driver training. In the new CSA (Compliance, Safety, Accountability) environment, both driver education and braking system maintenance – along with advanced active safety technologies – will be even more critical in helping to ensure driver and fleet success and to help improve safety for all who share our nation’s roadways.

➤ **Integrating advanced safety systems and data**

Bendix develops heavy-truck safety technologies that can dramatically enhance highway safety. Continued investment in the development of such technologies will ensure the future safety of our roadways. ***Integrating new systems with existing systems, such as Bendix® Wingman®***

Advanced™ – A Collision Mitigation Technology, and Bendix® ESP® – full-stability system – deliver the optimum active safety performance on the road and information to the office to help drivers and fleets operate safely and efficiently on our nation’s roadways.

Bendix Wingman Advanced – introduced in 2011 – helps enable safer fleet operation through always available warnings, active interventions, and information. The system uses throttle reduction, engine retarder, and brake application to decelerate the vehicle and maintain a set following distance. This system can help drivers potentially avoid rear-end collisions or, at least, help reduce their severity, particularly if drivers are momentarily distracted and the lead vehicle suddenly slows. Integrating the system with Bendix ESP aids in helping mitigate loss-of-control and rollover situations. Plus, if the fleet or owner-operator chooses, data from the combined systems can be generated to help improve skills and capabilities.

The full range of Bendix® foundation brake solutions deliver significantly shorter stopping distances for commercial vehicles – reductions exceeding those mandated in the new stopping distance regulations. Many configurations of Bendix® Air Disc and High Performance Bendix® ES™ Drum Brakes can be specified to exceed the standards in place, as well as the expectations of fleets in the widest variety of applications/vocations. Bendix foundation brake solutions deliver significantly shorter stopping distances for increased safety, greater stability during stops, reduced cost per mile, and increased peace of mind. Integrating advanced foundation brake technology with Bendix active safety solutions optimizes the performance of the safety system even more. Foundation brake technologies that help reduce stopping distances can also deliver even more robust interventions when active safety systems, such as Bendix ESP, are engaged.

➤ **Eliminating counterfeit parts that may deteriorate safety system performance**

In addition to its continued leadership in the development of advanced safety technologies, Bendix is committed to ensuring the safety of such technologies by leading the battle against counterfeit and knock-off parts. Bendix urges its industry partners to join this fight. As the commercial vehicle industry experiences greater globalization, it will also continue to experience the proliferation of knock-off and counterfeit components. The appeal of these lesser quality, lower-priced options drives some buyers to consider alternatives to genuine products, while others are unwittingly misled by distribution outlets seeking to make a greater profit.

Bendix encourages the industry to participate in opportunities to increase awareness and educate the market about the impact of counterfeit and knock-off parts. Such parts can threaten the safety of our highways – they do not undergo the rigorous testing and quality assurance of their genuine counterparts and do not offer the same level of performance or reliability. The company’s genuine Bendix initiative employs an aggressive strategy to address the consequences associated with counterfeit and knock-off parts. The program – grounded in a three-pronged approach – includes extensive education and outreach, rigorous intellectual property protection, and the enforcement of patents and trademarks.

“Bendix has always been a leader in the commercial vehicle industry,” said Joe McAleese, Bendix president and CEO. “Our primary focus is to deliver cost-effective solutions that make the roadways safer. Through continued partnership and a commitment to advancing commercial vehicle safety technology plus supporting driver and technician training, we can truly have a significant impact on highway safety. We encourage our industry partners to join us in these efforts. Together, we can save lives.”

For more information, contact:

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