

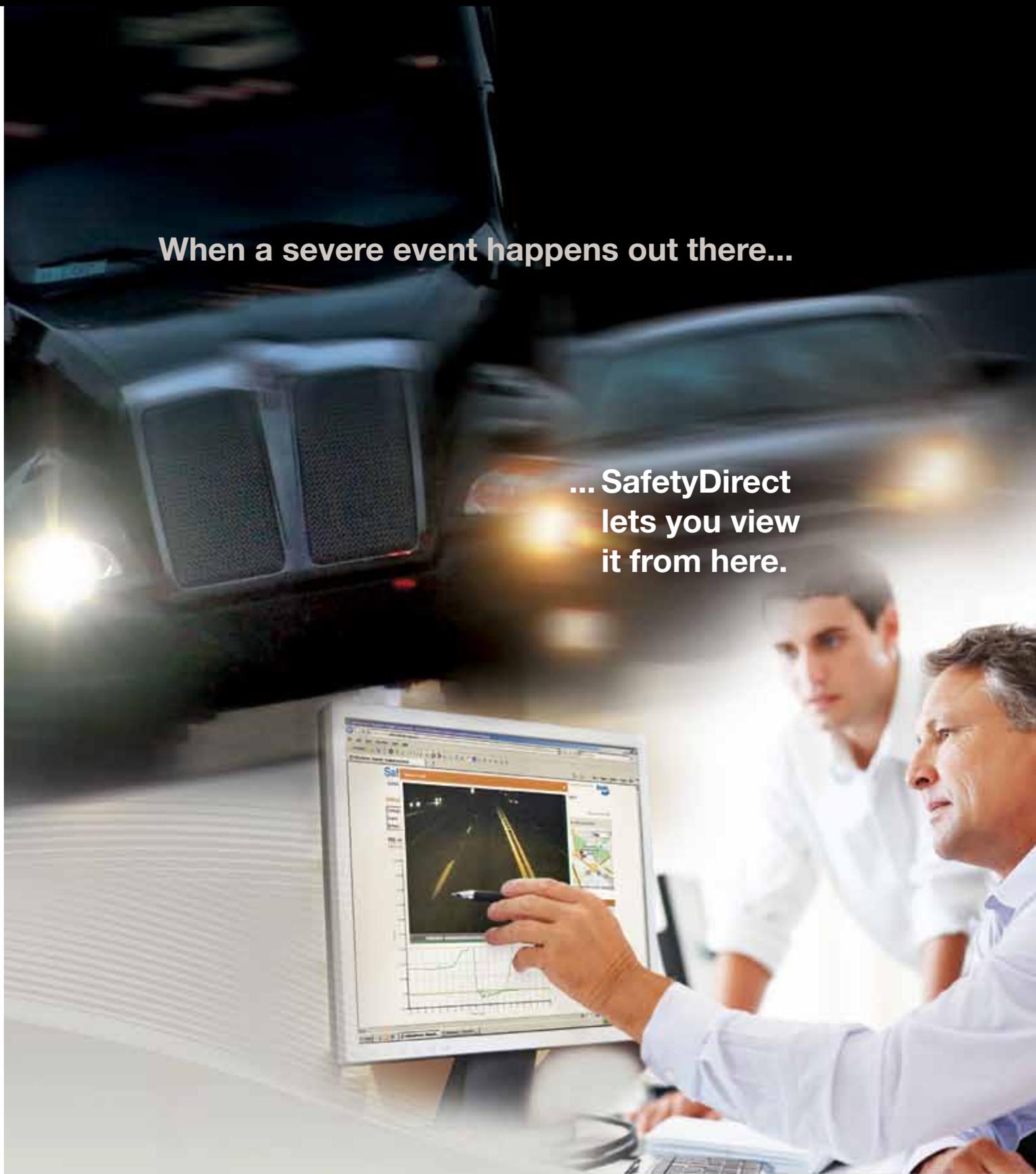
**SafetyDirect®** by Bendix CVS

The Wireless Way To Deliver Actionable Information  
To Your Back Office



**When a severe event happens out there...**

**... SafetyDirect  
lets you view  
it from here.**



# SafetyDirect® by Bendix CVS – More Than Data, It's Actionable Information.

## Accelerate Your Fleet's Safety Performance

Use information from your vehicles, your drivers and your routes to improve your fleet's safety.

SafetyDirect® by Bendix collects complex safety data from the vehicle, transforms it into actionable information and reports it to the back office wirelessly. Using the camera from your Bendix™ AutoVue® Lane Departure Warning System, SafetyDirect enables your fleet to view video of a severe event. You can fully understand what and why they happened – and quickly identify positive or negative driving trends. Just login to [www.safetydirectportal.com](http://www.safetydirectportal.com).

This revolutionary technology allows you and your safety team to take informed action, develop targeted ongoing driver training, and reinforce safe driving practices by:

- Collecting relevant data directly from each vehicle's safety systems and J1939 network
- Translating data into usable information
- Displaying details, by vehicle or driver, in an easily accessible format over a secure web portal
- Wirelessly transmitting information (in real time) to a web portal, using telematics devices already on the vehicle

## Select what you need to know and who you want to notify when a severe event takes place.

Choose the mix of severe event notifications you wish to receive from the available menu. Data is normalized so it's possible to understand driver information, no matter their on-road miles.

## Compatible With Your Existing Vehicle Safety Systems

By collecting and reporting data automatically, SafetyDirect accelerates the ROI from the safety systems in which your fleet has already invested. The proven onboard Bendix safety systems now linked to SafetyDirect include:

- Bendix® Wingman® Advanced™ – A Collision Mitigation Technology
- Bendix® ESP® Full-Stability System
- SmarTire™ Tire Pressure Monitoring System (TPMS) by Bendix CVS
- Bendix AutoVue Lane Departure Warning System – the market-leading, vision-based Lane Departure Warning (LDW) System

## Quickly Analyze Trends

Give your drivers the recognition they deserve and the updates they want.

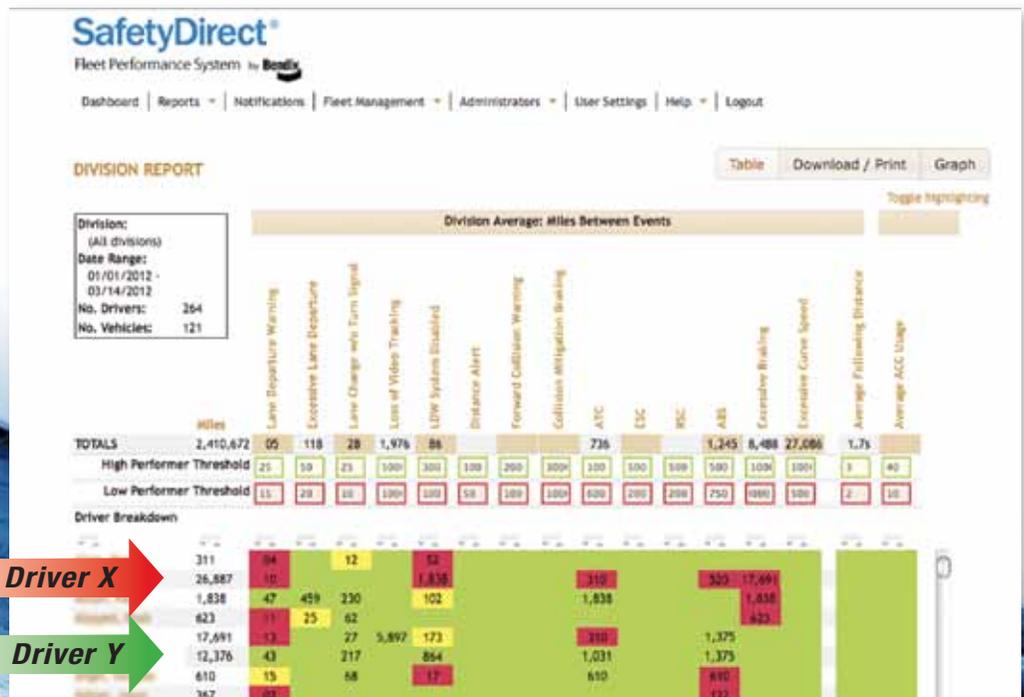
Training...some drivers may want anti-rollover training. Some want instruction on maintaining appropriate following distances. Some ask for distracted driver updates, while others want coaching on drowsy driver avoidance. Unfortunately, some drivers may not recognize they need an update at all. *When it's time to think about what to offer, who should get it, and when training should take place, SafetyDirect can help.*

## The SafetyDirect system normalizes data by using "miles between events" for easy comparison.

Your safety personnel can set easy-to-understand color-coded thresholds to identify driver trends – green for positive trends, yellow for watch, and red to identify areas that need improvement.

The Driver/Division report below depicts just how easy it is to see what's happening with driving behaviors and practices. For example, Driver Y's green

*Your safety personnel can set thresholds (red/yellow/green) for easy trending of driver performance standards.*



squares indicate he's trending positively during the designated reporting period. This offers your managers a morale-improving opportunity to recognize his good driving practices and a job well done.

The red squares for Driver X, however, indicate an opportunity for targeted training is now. The trend information can help you take action to help enhance his driving and help him remain safely on the road.

Driver trending can be displayed on these categories:

- Lane Departure Warning
- Excessive Lane Departure Warning
- Lane Change w/o Turn Signal
- Loss of Video Tracking
- LDW System Disabled
- Distance Alert
- Forward Collision Warning
- Collision Mitigation Braking
- ATC or ABS
- Stability System Activation
- Excessive Braking
- Excessive Curve Speed
- Average Following Distance
- Average ACC (Adaptive Cruise Control) usage

SafetyDirect lets you select the trending period that's right for your fleet – weeks or months at a time.

## Severe Events — The Video Is Worth a Thousand Words

When a severe event takes place, timing is everything. Today, common telematics systems pull data from the J1939 network and display it with a graph only after the event takes place. For fleets without SafetyDirect, the next step means talking to the driver to discuss what happened. Even for the most experienced driver, recalling all the details can be a lot to ask.

**SafetyDirect helps simplify the process with instant alerts 24/7/365 and a real time video capture of the incident to help you more clearly understand what just took place.** Using footage from the Bendix AutoVue LDW system camera, SafetyDirect automatically records 5 seconds of video before and after a severe event, improving the ability for fleet management and drivers alike to understand how and why an event occurred.

A valuable information source, the video and other details captured by SafetyDirect benefit more than just your fleet's safety department.

- Your Legal and Risk Management team(s) can use this video information to reduce significant long-term financial exposure
- Your Training department can use the data to verify existing training modules that will help prepare your drivers for the ever-changing circumstances they may face
- Driver Managers can mark videos in a “favorites” tab to share during driver meetings to help increase awareness and greater understanding

And so much more.

## Take SafetyDirect On The Go

The right information at the right time is essential when it comes to the safety of your drivers and your fleet. Should a severe event take place, the individuals you designate can receive an instant notification – 24/7/365 – on their Smart Phone, tablet or email.



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## The Wireless Way To Deliver Actionable Information To Your Back Office

### Leading The Way To Safer Roadways

Today's roadways are increasingly busy and the need has never been greater – especially in today's Compliance, Safety, Accountability (CSA) environment – for solutions to help commercial vehicle drivers respond to the situations they encounter every day. Bendix is leading the way in improved highway safety with an ever-growing portfolio of road-tested, advanced commercial vehicle technologies that are affordable and effective. From shorter, straighter stops, to safety data, to systems that help drivers mitigate a variety of crashes and more, our solutions are driving a new era of safety.

### Active Safety Technologies

- Bendix® ESP® Full-Stability Technology
- Bendix® Wingman® Advanced™ – A Collision Mitigation Technology
- Bendix® TABS-6™ Advanced and TABS-6™ Advanced MC – Trailer Roll-Stability Technologies

### Supportive Safety Technologies

- Bendix™ BlindSpotter® Blind Spot Detection
- AutoVue® Lane Departure Warning System
- Bendix™ VORAD® – A Collision Warning System
- SmarTire™ Tire Pressure Monitoring System (TPMS) by Bendix CVS
- Bendix® Air Disc Brakes
- Bendix® ES® (Extended Service) Wide Drum Brakes

### Ask For SafetyDirect® by Bendix CVS

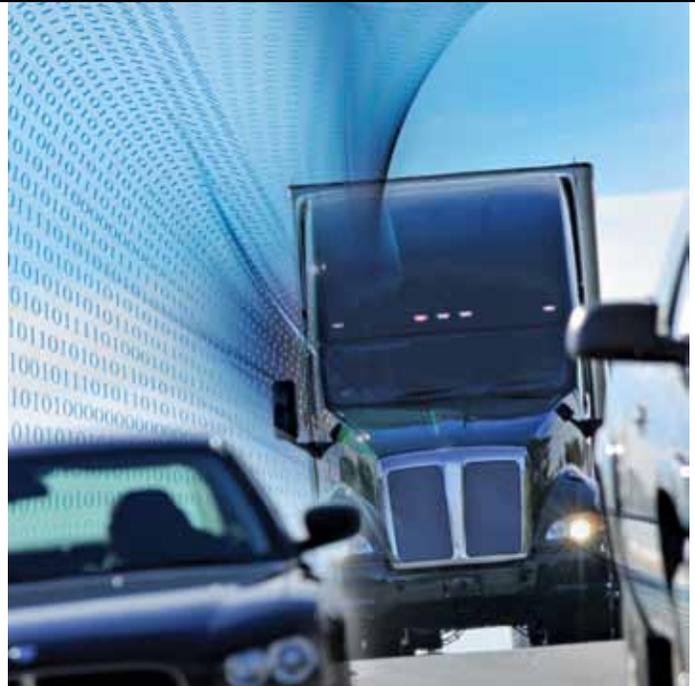
SafetyDirect is available on vehicles at all major North American OEMs. Both it and the AutoVue® Lane Departure Warning System can be retrofit to vehicles already in service.

Bendix can visit your site or conduct SafetyDirect demonstrations over the web. Bendix representatives can also show you how its entire portfolio of advanced safety solutions, operating in conjunction with SafetyDirect, can benefit your fleet.

SafetyDirect is fully supported with a toll-free technical line and technicians in the field.

**Driving safe doesn't happen by accident, it can happen with Bendix.**

**For more information, to meet with a Bendix account manager, or to arrange a purchase, call 1-800-AIR-BRAKE (1-800-247-2725) or visit [www.bendix.com](http://www.bendix.com).**



*Bendix active and supportive safety technologies, including SafetyDirect, do not replace the need for safe drivers. 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.*