

## PRESS RELEASE

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### **PRECO Electronics® Announces Involvement in bauma 2019** *Bringing Fleet Safety Solutions to bauma, a Worldwide Platform for Heavy-Duty Industries*

Boise, Idaho – Munich, Germany – April 8, 2019 – PRECO Electronics® will be exhibiting at bauma 2019, the world's leading construction machinery trade fair held in Munich, Germany, April 8 – 14, in Hall C4 – Stand 639. Bringing fleet safety solutions to the worldwide platform of the construction industry, PRECO's latest innovations represent what is to come in the future of proximity detection, machine awareness technology, and automation.

Working with many of the world's top Original Equipment Manufacturers (OEM), PRECO's proximity detection systems have been installed on heavy-duty equipment worldwide for more than a decade. Leading engineering and electronics companies are also integrating PRECO's future-ready radar sensors with other technologies to further advance safety.

Today, PRECO announces its integration partnership with [Danfoss Power Solutions](#), the world-class provider of mobile hydraulics for the construction, agriculture and other off-highway vehicle markets. The partnership with Danfoss introduces the software integration of PRECO's perception radar sensors and Danfoss's PLUS+1® Platform to OEMs and integrators.

“We are excited to be working with Danfoss to bring our customers the ability to combine PRECO's PreView® Radar sensors with intelligent awareness and controller applications on the Danfoss platform,” Tom Loutzenheiser, PRECO's Vice President of Business Development said. “This partnership is an opportunity to broaden the utilization of PRECO's intelligent solutions as an improvement to safety automation systems. Together we are making it easier and faster for heavy-duty customers to build control and automation applications taking advantage of sensor fusion, using Danfoss's intelligent controllers.”

As proximity detection adoption within heavy-duty industries spreads across the globe, warning systems have advanced with the integration of intelligent technologies, propelling the industry in the direction of safety automation. PRECO's proximity detection systems, long available as solutions for blind spot object detection, are also the industry's choice for automated 360-degree solutions using sensor fusion.

“Danfoss is excited to continue building on our ‘open’ strategy for the PLUS+1® platform by introducing this integration with PRECO Electronics,” Kevin Faulds, Danfoss's Director of Software Marketing said. “This type of open collaboration will help our OEM and distribution partners develop systems even faster.”

With partners and dealers around the world, PRECO works to mitigate the broad and complex safety issues facing heavy-duty industries. In recognition of the need for safety systems, PRECO

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provides [PreView Sentry®](#) and Side Defender®, the premiere solutions to rear and side collision mitigation. As the global leader in heavy-duty safety, PRECO Electronics partners with other industry leaders working for the future of automation.

To provide the construction industry with the opportunity to learn how to improve safety in and around heavy mobile equipment, PRECO will be exhibiting its latest collision avoidance solutions at bauma 2019, April 8 – 14, (Hall C4, Stand 639), in Munich, Germany. Whether the heavy equipment is used off-road or on road, PRECO's PreView Sentry® and [Side Defender®II](#) have operations covered.

For more information on PreView® Radar technology and the Danfoss partnership, please visit PRECO's [website](#). To learn more about PRECO's involvement at bauma 2019, please contact Reyna Clow at [rclow@preco.com](mailto:rclow@preco.com).

### **About PRECO Electronics**

As the global leader in collision mitigation technologies, PRECO Electronics strives to mitigate risk, while eliminating accident-related injuries and fatalities by designing, engineering, and manufacturing rugged and reliable collision mitigation technology for heavy-duty industries. Keeping pace with the evolving needs of the industry, PRECO's engineering team proudly continues its innovative advances in new safety technologies.

For more information on PRECO's heavy-duty vehicle collision mitigation technology, please visit [www.preco.com](http://www.preco.com).

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