

Press Release

**For Release:
September 5, 2018**

**For more information, contact:
Reyna Clow at rclow@preco.com**

PRECO Electronics® to Exhibit at the 67th IAA Commercial Vehicles *Making Operation and Human Proximity Safer in Heavy-Duty Industries*

Boise, Idaho – Sept. 5, 2018 – PRECO Electronics, the global leader in heavy-duty vehicle collision mitigation, announced its involvement in the 67th IAA Commercial Vehicles trade fair.

The IAA (International Automobile Exhibition), hosted in Hannover, Germany, is a conference presenting the lead manufacturers and suppliers in mobility, transportation and logistics. PRECO will be exhibiting Sept. 19 – 27, in Hall 11, Stand G13.

“We are honored to be exhibiting at IAA Commercial Vehicles this year,” Matt Wood, PRECO’s Vice President of International Sales said. “With the PreView Sentry™, PreView Side Defender® and our other innovative safety systems, PRECO continues to create award winning safety solutions for heavy-duty industries worldwide.”

According to a recent Transport Environment report, findings have shown:

- Thirty-one percent of VRU (vulnerable road user) fatalities in the European Union (EU) take place in front of the vehicle as it is pulling away.
- Twenty-five percent of VRU fatalities occur when the driver cannot see while the vehicle is turning.
- Twenty-one cyclists in Germany have been killed by right turning trucks this year alone.

In response, Transport Ministers in eight different countries are demanding EU trucks be fitted with blind spot safety systems to improve visibility and object awareness.

At PRECO, safety on and off the road is the top priority; any number of deaths or injuries is too high. PRECO has been the leader in side collision mitigation since launching the first radar based blind spot monitoring solution in 2003. The latest results of constant innovation and focus on real-world performance will be on display in PRECO’s booth at IAA.

With over 70 years of experience, PRECO’s mission is to ensure the safety of the world’s workforce by designing, engineering, and manufacturing rugged and reliable collision mitigation technology for heavy-duty industries. PRECO’s presence at the IAA Commercial Vehicle conference provides fleets with the opportunity to learn how they can take responsibility for the safety of people in and around heavy mobile equipment.

For more information on PRECO’s heavy-duty vehicle collision mitigation technology, please stop by the booth to talk to the team, or visit <http://www.preco.com>.

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