WHAT IS THE PULSE® SAFER BRAKING TECHNOLOGY?

• PULSE® is a rear-end collision avoidance system.

• When the brake pedal is pressed, Pulse causes the third brake light to rapidly pulse 4 times (the pulsing does not repeat upon any subsequent application of the brakes for 5 seconds so as not to annoy trailing drivers in stop and go traffic)

• PULSE® creates an attention getting alert for the driver behind you, warning them that you’re slowing down or stopping.

• PULSE® is revolutionary and award winning.

WHY SHOULD YOU HAVE THE PULSE® SAFER BRAKING TECHNOLOGY INSTALLED ON YOUR VEHICLE TODAY?

• 37% of all car accidents involve some sort of rear-end collision, and 28% of those rear-end collisions are deemed to be a “Total Loss”.

• Distracted driving is now more of a risk to you and your family than drunk drivers.

• A DOT study demonstrated that 90% of rear-end collisions are avoidable if the trailing driver has one more second of warning; PULSE® gives you that warning.

• Distracted driving is the #1 cause of death for young adults aged 18 to 25.

• Distracted drivers are 69% more likely to notice a vehicle that has PULSE® installed.

• PULSE® offers an affordable way for drivers to help protect themselves, their family, and their property against rear-end collision related injuries and damage.
PULSE® Field Study on Reducing Rear-End Collisions and the Associated Costs within the United States:

A National Fleet Company, experiencing an increase in rear-end collision (REC’s) with their fleet, sought a solution to assist in reducing the number of REC’s and collision-related costs.

TESTING:

Testing was performed during a one-year period beginning Jan. 31, 2017 and ending on Feb. 1, 2018. The company installed PULSE® technology in markets where they were experiencing the highest number of REC’s to determine if the PULSE® technology would reduce the number of REC’s occurring within their fleet.

The company had a total of 19,245 fleet vehicles in service during the testing period without the PULSE® technology installed. During the testing period the fleet had a total of 690 REC’s or 3.59% of their vehicles involved in a REC.

The company installed the PULSE® technology on 243 vehicles in their fleet during the testing period. Of these vehicles, only 6 reported REC’s or 2.47% were involved in a REC.

RESULTS:

The data above reflects a 31.13% reduction in REC’s on vehicles equipped with the PULSE® technology. The results also indicate an average repair cost of $2,216.76 on Non-PULSE® equipped vehicles versus an average repair cost of $1,804.14 on PULSE® equipped vehicles. The results indicate a reduction in the average cost to repair a PULSE® equipped vehicle by 18.61%.

CONCLUSION:

Test results indicate PULSE® would successfully assist in reducing the total number of REC’s as well as mitigating the severity of damage and collision-related costs sustained from REC’s.