



## *News Release*

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***FOR IMMEDIATE RELEASE***

### **EYES FORWARD: NAVIGATING THE RAPIDLY CHANGING LANDSCAPE OF TRUCKING TECHNOLOGY AND HIGHWAY SAFETY**

*Bendix Embraces Opportunities to Share Industry Knowledge and Explore Future Possibilities*

**ELYRIA, Ohio – Dec. 6, 2017** – How’s *that* for an eventful year in trucking and technology?

Looking back at 2017, the commercial vehicle industry experienced an incredible wave of advancement news, from the launch of new vehicles equipped with the latest driver assistance capabilities to discussions of groundbreaking safety systems and powertrain electrification. There were high-profile demonstrations and wider conversations with new audiences, and collective steps toward increasing public awareness and shaping the commercial vehicle landscape, especially in terms of the automated/autonomous vehicle ecosystem. And throughout the year, Bendix (Bendix Commercial Vehicle Systems LLC and Bendix Spicer Foundation Brake LLC) embraced its role in helping move technology, understanding, and highway safety ever forward. Recently, these efforts included hosting the 37th Bendix Fleet Council, participating in an IIHS Vehicle Research Center crash avoidance discussion, and contributing to the Policy Implications of Autonomous Vehicles panel in Washington, D.C.

“If it seems like things are moving quickly in terms of technology and the commercial vehicle ecosystem, make no mistake: they are. But so are hype and expectations – and it’s important that our industry discussions and shared learning keep pace,” said Fred Andersky, Bendix director of government and industry affairs. “In fact, everyone who has a stake in

commercial vehicle and highway safety should be working to stay ahead of the curve, helping to create and shape the conversation, and not just react to it.”

### **Fleet Council: Involvement and Information**

For nearly four decades, Bendix has held its annual forum for fleet customers to discuss pertinent industry trends, share best practices, and learn firsthand about advancements in Bendix active safety and braking system technologies. The 2017 event, held in November, represented fleets of all sizes, across a range of trucking applications.

“As a platform for dynamic, two-way dialogue, the Bendix Fleet Council has proven to be an invaluable resource for both Bendix and its customers ever since the event’s inception in 1980,” said Scott Burkhart, Bendix vice president – sales, marketing, and business development. “The feedback exchanged over current products; the demonstrations of forthcoming systems; the insights shared – all help deepen everyone’s understanding of the full industry picture, so that together we can determine the best path to a safer future.”

Lowering total cost of ownership (TCO) is a perennial topic of interest at the Fleet Council, and this year’s event was no exception, as Bendix and customers discussed improving TCO at several levels, from the road to the back office. Improved wheel-end technologies, active safety systems, and data analysis can all contribute to lowering TCO and improving return on investment in safer vehicles.

“The comparisons of air disc brakes (ADB) and drum brakes, both in terms of performance and influences on total cost of ownership like uptime and component life, continue to generate a lot of interest and conversation, particularly as ADB adoption grows, and as Bendix moves toward additional disc advances like pad wear sensing in 2018,” said Keith McComsey, director of marketing and customer solutions at Bendix Spicer Foundation Brake LLC (BSFB). “At the same time, we continue to optimize our drum brake systems and components with advances like lighter drum brake assemblies and long-life sealed spring brakes that deliver improved durability and performance while reducing weight.”

Fleet Council attendees also experienced firsthand the next generations of the Bendix® Wingman® Fusion™ advanced driver assistance system, the Bendix™ BlindSpotter® Side Object Detection System, and SafetyDirect® by Bendix CVS web portal, along with the recently announced Intellipark™ automatic parking brake technology.

“The new Fusion™ 2 system will offer highway departure braking and multi-lane automatic emergency braking, along with strengthened collision mitigation and braking

capabilities – and these will be achieved through software advancements, with no need for existing Fusion customers to buy additional hardware,” said Andersky, who also serves as Bendix’s director of customer solutions – Controls. “And Intellipark™ will replace the manual air parking brake with easy-to-apply electronic switches designed to help drivers prevent rollaway and runaway crashes caused by an improperly set or disengaged parking brake. Both technologies also serve as new stepping stones along the path to more automated/autonomous vehicles, and the data they provide through a system like SafetyDirect® contributes to fleets’ overall safety efforts.”

The potential for retrofitting advanced active safety systems onto trucks that have the foundational technology of full stability already in place is also on many fleets’ minds. Bendix stresses the need for proper retrofitting practices – with the help of a knowledgeable supplier – to ensure expected safety and performance.

“Retrofitting is going to play a major role in putting more automated safety systems on the road, but it’s a challenging prospect that requires specialized expertise,” Andersky said. “Integrating the system requires coordination between Bendix, the OEM, and the fleet to ensure appropriate installations deliver system performance that meets expectations. The Bendix approach to retrofitting driver assistance systems will help ensure a seamless upgrade that fleets and drivers can rely on.”

### **Looking toward Tomorrow; Making a Difference Today**

In August, researchers, government officials and industry leaders gathered at the Insurance Institute for Highway Safety’s Vehicle Research Center in Ruckersville, Virginia, to explore the scope of rear, side, and front underride problems facing commercial vehicles. Andersky spoke on a panel that discussed the issues within the larger context of collision mitigation technology and driver assistance system development.

“There’s a lot of talk about autonomous vehicles and technology, and there’s a lot of hype,” he told attendees. “Demonstration is not commercialization, and demonstrations of technologies such as autonomous vehicle technologies are very exciting and very neat ... but commercialization of a truly driverless truck is still a long way off. A safe driver in both a car and a truck is still critical to overall safety, and it’s going to be that way for quite a while. We’re going to get to that automated future through the driver assistance technologies that we’re seeing today, and – as they expand in terms of their control – in the future.”

Today's systems are already providing return on investment, as seen by fleets' repeat purchases of technologies like full stability and advanced driver assistance systems once they've put them to the test and seen the real-world results.

"One of the largest fleets in the country came to Bendix, and when they started adding collision mitigation, they found a 70 percent reduction in the number of rear-end collisions they were having, and a 70 percent reduction in the intensity of the remaining 30 percent," Andersky told the panel. "The technology works: More fleets have to understand that."

### **New Territories: Regulations and Connectivity**

Government legislation and regulations represent a core element of the automated/autonomous ecosystem, helping ensure a safe and level playing field for development and application, as well as ensuring the infrastructure exists to make things happen. With regulatory and legislative actions already shaping the landscape – states permitting or restricting public testing of automated technologies on trucks, for instance – Bendix regularly works to keep public officials well-informed about all aspects of the rapidly evolving environment.

"There are so many moving parts at work – in both the literal and figurative sense – that ongoing conversations are absolutely crucial to maintaining a solid knowledge base on which the industry and government can build this future," Andersky said.

Participating in an October Policy Implications of Autonomous Vehicles panel in Washington, D.C. – along with Massachusetts Congressman Mike Capuano – Andersky touched on the interconnected aspects of the automated/autonomous ecosystem, from increasing communication between vehicles and infrastructure (Intelligent Transportation Systems) to the five levels of on-vehicle Advanced Driver Assistance Systems (ADAS). Advancements along both paths will eventually lead to the cooperative automation, making for more efficient, safer vehicles and roadways.

Among the keys to this safer future are:

- Active and supportive vehicle systems working together – such as air disc brakes supporting collision mitigation
- Increased adoption of full-stability systems, a prerequisite for ADAS
- Expanded ADAS capabilities, including steering control
- Ability to retrofit advanced technologies onto existing vehicles
- Vehicle-to-vehicle and vehicle-to-infrastructure communication systems

- Driver education regarding the features and limitations of advancing technologies

“These developments will ultimately benefit fleets, drivers, and society at large, holding the keys to a safer future,” Andersky said. “Trucking companies will see more efficient fuel usage, and improved vehicle safety and uptime. Drivers will be safer, more productive, and more likely to stay behind the wheel. And the general public will see improved road safety, lower accident rates, and reduced fuel emissions.”

Bendix emphasizes that today’s active safety technologies are driver assistance systems – not driver replacements: There is nothing more vital to vehicle and road safety than safe and alert professional drivers at the wheel, practicing safe driving habits and supported by ongoing, proactive training. Responsibility for the safe operation of any commercial vehicle remains with the driver at all times, and advanced driver assistance technologies are not intended to enable or encourage aggressive driving.

Bendix’s ever-growing portfolio of safety technologies delivers on safety, plus reliability, lower total cost of ownership, and vehicle performance and efficiency. Through its products and unparalleled post-sales support, along with industry leadership and expertise, the company aims to encourage investment in technology and systems that improve North American commercial vehicle safety and make our shared roadways safer for all who travel them.

### **About Bendix Commercial Vehicle Systems LLC**

Bendix Commercial Vehicle Systems, a member of the Knorr-Bremse Group, develops and supplies leading-edge active safety technologies, energy management solutions, and air brake charging and control systems and components under the Bendix® brand name for medium- and heavy-duty trucks, tractors, trailers, buses, and other commercial vehicles throughout North America. An industry pioneer, employing more than 3,200 people, Bendix is driven to deliver solutions for improved vehicle safety, performance, and overall operating cost. Contact us at 1-800-AIR-BRAKE (1-800-247-2725) or visit [bendix.com](http://bendix.com). Stay connected and informed through Bendix expert podcasts, blog posts, videos, and other resources at [knowledge-dock.com](http://knowledge-dock.com). Follow Bendix on Twitter at [twitter.com/Bendix\\_CVS](https://twitter.com/Bendix_CVS). Log on and learn from the Bendix experts at [brake-school.com](http://brake-school.com). And to learn more about career opportunities at Bendix, visit [bendix.com/careers](http://bendix.com/careers).

### **About Bendix Spicer Foundation Brake LLC**

Bendix Spicer Foundation Brake LLC combines and expands the complementary wheel-end foundation brake technologies of two global leaders – Bendix Commercial Vehicle Systems LLC and Dana Commercial Vehicle Products, LLC. The joint venture, formed in July 2004, is a single, complete source for OEM brake system design, manufacturing, hardware, and support for all foundation brake components and actuation systems, as well as all-makes coverage of nearly 50,000 medium- and heavy-duty aftermarket parts. Contact us at 1-866-610-9709 or visit [foundationbrakes.com](http://foundationbrakes.com). Stay connected and informed through Bendix expert podcasts, blog posts, videos, and other resources at [knowledge-dock.com](http://knowledge-dock.com). Follow Bendix on Twitter at [twitter.com/Bendix\\_CVS](https://twitter.com/Bendix_CVS). Log on and learn from the Bendix experts at [brake-school.com](http://brake-school.com). And to learn more about career opportunities at Bendix Spicer Foundation Brake, visit [bendix.com/careers](http://bendix.com/careers).

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