

## BEST PRACTICE

LOCATION:	On-Highway	ARTICLE YEAR:	2011
ACTIVITY:	Transport & Logistics / Delivery	COMPANY:	Colas Limited
SUB ACTIVITY:	On-highway	COMPANY LOCATION:	Warrington Distribution
BEST PRACTICE No:	BP787	COMPANY TEL:	01925 628254
COUNTRY OF ORIGIN:	United Kingdom		

### TITLE

**Mobileye collision prevention system**

### ARTICLE

#### Description

Colas has installed a collision prevention system. Mobileye operates using unique computer vision based technology to detect vehicles and lane markings. The driver receives both visual and audible alerts if the vehicle deviates from the lane or comes too close to the vehicle in front. The system also gives the driver a distinct forward impact warning. The latest Mobileye system also has pedestrian and cyclist warnings.

#### Benefits

- Reduces the risk of accidents, serious injury or death
- Reduces costs related to incidents, driver down time and personal injury claims
- Helps the company and drivers manage their duty of care for others
- Helps drivers develop safer driving techniques
- Positive driver feedback
- Better safety performance when benchmarked against industry standards
- Gold and Highly Commended RoSPA awards for Managing Occupational Road Risk
- Intend to link the system to onboard telematics to identify drivers with excessive alerts.

### ARTICLE IMAGES

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