



## *News Release*

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***FOR IMMEDIATE RELEASE***

**COVENANT TRANSPORTATION GROUP “ENGINEERS” SAFETY WITH  
BENDIX ADVANCED TECHNOLOGIES**

*Tennessee-Based Company Specs Newest Trucks with Wingman<sup>®</sup> Fusion<sup>™</sup>,  
Complementing Use of Other Bendix Safety Systems*

**ELYRIA, Ohio – Nov. 30, 2017** – Rick Reinoehl, senior vice president of safety and risk management for Covenant Transportation Group (CTG), brings a unique perspective to the root causes of truck accidents. He spent many years in claims at the Tennessee-based company, getting close to accident facts. Which helps explain why, after he moved into his current safety-leadership role five years ago, Reinoehl reached a conclusion: “It became pretty obvious to me that we had opportunities to engineer safety into our fleet,” he said. “That’s the way I’d explain our approach to safety – making it a priority to engineer safety whenever possible.”

CTG maintained that approach in spec’ing this year’s trucks, including around 300 of the new aerodynamic Freightliner Cascadia<sup>®</sup> model and 200 new Cascadia Evolution tractors. Covenant equipped the vehicles with AutoVue<sup>®</sup> Lane Departure Warning (LDW) System from Bendix CVS, along with the SafetyDirect<sup>®</sup> by Bendix CVS web portal. This year’s orders included 100 new International<sup>®</sup> LT models, which were also equipped with Bendix<sup>®</sup> Wingman<sup>®</sup> Fusion<sup>™</sup>, the flagship collision mitigation system of Bendix Commercial Vehicle Systems LLC. Moving forward, Covenant will spec these Bendix safety technologies on all new trucks, where available.

The company also chooses Bendix<sup>®</sup> foundation drum brakes in all positions, the Bendix<sup>®</sup> BA-921<sup>®</sup> compressor, and AD-IS<sup>®</sup> oil-coalescing air dryers. For Covenant, the new Freightliner Cascadia<sup>®</sup> is specially equipped with the Bendix<sup>®</sup> AD-9si<sup>®</sup> air dryer.

Covenant Transportation Group, headquartered in Chattanooga, has been in business 31 years. Priding itself on service and safety, CTG offers expedited, dedicated, and refrigerated services across the continent. The approximately \$675 million freight transportation and logistics services company operates business units that include three carriers – Covenant Transport, Southern Refrigerated Transport (SRT), and Star Transportation (Star). In total, CTG’s three fleets number approximately 2,550 tractors and 7,100 trailers, operated by 3,500 drivers. The average age of CTG’s tractors is 2.2 years, making it one of the youngest fleets in the country, according to Reinoehl.

“Safety is a constant at CTG, and it needs to be, considering the world in which we work – 80,000-lb rigs, millions of miles on the road, and more and more passenger vehicles,” Reinoehl said. “Safety is in everything we do. From executive management’s financial investment in safety technologies, to our commitment to driver training, to multiple driver surveys each year and ongoing feedback from these men and women, we do everything possible to build and nurture our safety culture.”

### **The Fusion™ Difference**

CTG is thrilled by the advancements offered by Bendix® Wingman® Fusion™, which delivers adaptive cruise control along with enhanced rear-end collision mitigation, following distance alerts, stationary object alerts, lane departure warning, alerts when speeding, and braking on stationary vehicles – all while prioritizing alerts to help reduce driver distraction.

“We are excited about Fusion’s capabilities, especially its being able to stop the truck when coming up on a stopped vehicle,” Reinoehl said. “Earlier versions of forward collision mitigation struggled in this situation. This latest advancement is a game-changer.”

The system’s capabilities arise from its capacity to gather input through radar, video, and the vehicle’s brakes, with the sensors working together, and not just in parallel. Fusion then combines and cross-checks the information from all sources to create a highly detailed and accurate data picture. Fusion’s forward-facing camera is powered by the Mobileye System-on-Chip EyeQ processor with state-of-the-art vision algorithms. Wingman Fusion can also help drivers in collisions, potential rollovers, and loss-of-control situations, since the system is built on the Bendix® ESP® Electronic Stability Program full-stability system.

For its new trucks without Fusion™ – which has lane departure warning (LDW) built in – CTG spec’ed AutoVue®, a vision-based LDW system that detects when a commercial vehicle begins to drift toward an unintended lane change and alerts the driver.

## **Video Advantage**

Back in the fleet office, when paired with the capabilities of SafetyDirect®, the information provided by Wingman® Fusion™ and AutoVue can be put to further use improving fleetwide safety. Linked to onboard safety technologies that wirelessly and automatically transmit real-time driver performance data and event-based information – including video – SafetyDirect provides the fleet safety personnel with a wealth of knowledge. CTG began spec'ing SafetyDirect in 2014.

“SafetyDirect is ideal for us, because it enables our safety specialists to do what I'll call ‘acute counseling’ with the drivers,” Reinoehl said. “The ability to get critical events broadcast to us – directly to our desks in the safety department – is one of the most important advancements made available to our safety specialists in a long time. With the video, we know exactly what happened. We know if our driver did a great job or if they could've approached the situation a little differently. That's what we're most excited about.”

Another advantage offered by SafetyDirect: critical support in addressing claims. “The videos recorded by the forward-facing camera have been a difference maker for some pretty serious claims – where the accident was severe, but we could demonstrate our low liability or no liability,” Reinoehl said. “This has been a godsend.”

## **Safety Improvements – By the Numbers**

CTG draws a direct line from collision mitigation technology to the 60 percent reduction in rear-end accidents since the systems were added.

“And we've had much more improvement in cost, because even when there is a rear-end collision, the system has slowed the truck and reduced the severity of the impact,” Reinoehl said. “We've had about an 85 percent reduction in costs on rear-ends, and we expect that to improve further with Fusion.”

“Bendix is grateful for the opportunity to work with the dedicated team at Covenant Transportation Group. Covenant is one of the most respected and trusted freight transport companies in the country for a reason: From top to bottom, the organization executes on its mission of safety and service,” said Lance Hansen, Bendix North America regional vice president – fleet/trailer sales & service engineering. “That dynamic also defines Bendix, so it makes our shared effort to improve driver and highway safety all the more meaningful.”

No matter how advanced, Bendix emphasizes, no commercial vehicle safety technology replaces a skilled, alert driver exercising safe driving techniques and proactive, comprehensive driver training. Bendix safety technologies are meant to complement and support safe driving

practices – not to enable or encourage aggressive driving. Responsibility for the safe operation of any commercial vehicle remains with the driver at all times.

The Bendix multimedia center at [knowledge-dock.com](http://knowledge-dock.com) provides a wealth of information on commercial vehicle safety trends and technologies, as well as Bendix’s advanced safety system development. Other product- and service-related content includes podcasts, blogs, videos, and more. For further information about Bendix safety technologies, contact Bendix at 1-800-AIR-BRAKE or visit [www.safertrucks.com/solutions](http://www.safertrucks.com/solutions).

### **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).

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