



News Release

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FOR IMMEDIATE RELEASE

**RICH HISTORY MEETS THE FUTURE AT OSBORNE TRUCKING WITH USE OF
BENDIX ADVANCED DRIVER ASSISTANCE TECHNOLOGY**

*Ohio-Based Carrier Equips Newest Trucks with Wingman[®] Fusion[™],
Complemented by Other Bendix Safety Systems*

ELYRIA, Ohio – Jan. 9, 2017 – Founded in 1959, Osborne Trucking Company still does business with some of its original partners, and its driver roster includes a 37-year veteran who has worked with all three generations of the Osborne family. Another constant in Osborne’s history is its decades-long commitment to safety – which means looking to the future: Its newest trucks – eight Kenworth T680s and a Peterbilt 579 – are equipped with Bendix’s flagship driver assistance system, Wingman[®] Fusion[™]. The system is complemented by technologies including the Bendix[®] ADB22X[™] air disc brake on all positions and the SafetyDirect[®] by Bendix CVS web portal.

“We have a lot of faith in our drivers and our workforce, and what drew us to Fusion is that it becomes an integral part of the truck, and helps reinforce all our drivers’ safe driving practices,” said Brant N. Osborne, the carrier’s chief operating officer. “This is a technology that can help even the best driver improve safety on the highways. And safety is more than a statement for us: It’s an ethos.”

Based in Fairfield, Ohio, near Cincinnati, Osborne Trucking employs about 50 drivers and operates a fleet of approximately 50 tractors and 300 trailers, moving everything from industrial fasteners and food products to glass bottles and countertops. They provide time-sensitive, full-

truckload service to customers throughout the lower 48 states and Ontario, with a core regional focus within 600 miles of Cincinnati.

More Than a Camera

“We may be a relatively small company, but we’ve always tried to put ourselves on the cutting edge of safety and efficiency technologies,” Osborne said. “We looked at different systems, and Wingman® Fusion™ was the most advanced and, in our opinion, the best in the market. We’ve had aftermarket folks come in and talk about things like dash cameras, but what Fusion offers is so much more than just a video unit, since it integrates with everything else going on in the safety system.”

Built upon the Bendix® ESP® Electronic Stability Program full-stability system, Wingman Fusion integrates and advances a proven, road-tested suite of Bendix safety technologies – radar, camera, and the vehicle’s brake system – into a comprehensive driver assistance system. Unlike radar-only systems, Wingman Fusion combines and cross-checks information from multiple sources to deliver enhanced rear-end collision mitigation, lane departure warning, overspeed alerts and action, and braking on stationary vehicles. Bendix Wingman Fusion also helps drivers avoid additional crash situations, including rollovers, loss-of-control, and sideswipe crashes, while prioritizing alerts to help reduce driver distraction.

Because the video, radar, and other sensors are working together, and not just in parallel, Fusion realizes events sooner – alerting the driver and decreasing the vehicle’s speed up to twice as much – to help the driver mitigate potential collisions or lessen their severity. The ability to cross-check information, an important facet of the Bendix Wingman Fusion system, means Fusion typically delivers robust interventions resulting in fewer false alerts or interventions than radar-only systems. False alerts can be a driver annoyance while false interventions may be dangerous. The Wingman Fusion system camera is powered by the Mobileye System-on-Chip EyeQ processor with state-of-the-art vision algorithms.

Even after just a few weeks of having its Fusion-equipped trucks on the road, Osborne fleet leadership was receiving positive feedback from drivers using the system. “The response has been very good,” Osborne said. “Drivers have found that Fusion works and helps them in different situations, and is providing them with a little more peace of mind. Their driving record is their livelihood, and they see this technology as something to help protect that. It’s safe to say we’ll be making Fusion part of our standard spec for future truck buys.”

Safety On and Off the Road

Active safety systems like Fusion achieve optimum performance on vehicles using air disc brakes like the Bendix[®] ADB22X[™], which Osborne has used on its trucks for the past six years.

“It’s made a tremendous difference in the stopping capabilities of our tractors,” Osborne said. “We’re big believers in them, and we’ve spec’ed them on all our equipment since late 2010, either all the way around or on the steer axles.”

Offering straight, stable stops and greater reliability due to virtually no brake fade, the Bendix ADB22X also delivers the benefits of longer brake lining life and quicker pad replacement.

“We’ve gotten incredible wear out of the brakes – roughly 400,000 to 500,000 miles in between pad changes – which has greatly reduced the amount of servicing of brakes we have to do,” Osborne said. “So between the huge safety advantages and the huge maintenance advantages, we’re more than offsetting the brakes’ slightly higher cost.”

Back in the fleet office, when paired with the capabilities of SafetyDirect[®], the information provided by Fusion 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.

“It’s really impressive – almost like another set of eyes out there on the road,” Osborne said. “We’ve already experienced situations where we have been able to meet with a driver and say, ‘Here’s what the system is showing us, and here’s what we recommend doing a little differently.’ It provides a lot of teaching opportunities, and that’s very valuable.”

On the Leading Edge

Osborne’s nine new trucks also utilize SmarTire[®] Tire Pressure Monitoring System (TPMS) by Bendix CVS and Bendix[®] AD-IS[®] air dryers. The Peterbilt is outfitted with Bendix[™] BlindSpotter[®] Side Object Detection System as well.

“That’s the thing about all of Bendix’s systems and components: They’re always on the leading edge, with everybody else trying to catch up,” Osborne said. “And Bendix has a well-deserved stellar reputation and support to back up everything they have on our trucks.”

SmarTire uses wheel-mounted sensors to continuously monitor temperature as well as pressure inside each tire. The system can not only address changing situations that can affect pressure – such as whether a truck has been parked for some time or has traveled hundreds of miles – but also provide earlier warnings of potential tire problems.

The BlindSpotter side-radar system alerts drivers to vehicles or objects in adjacent lanes. BlindSpotter technology provides drivers visual and audible alerts when vehicles are traveling in the truck's right-side blind spot.

"You look at a company like Osborne, with business ties going back a half-century, and drivers who spend entire careers there, and it's truly special to be chosen to help lead their fleet safety efforts," said Scott Burkhart, Bendix vice president – sales, marketing, and business development. "We see a lot of ourselves in our partners at Osborne: teams with a strong sense of history and tradition, but always moving forward to keep one foot in the future when it comes to advancing highway safety."

Safety technologies from Bendix are meant to complement safe driving practices and are not intended to enable or encourage aggressive driving. Responsibility for the safe operation of any commercial vehicle remains with the driver at all times, because no technology replaces a skilled, alert driver exercising safe driving techniques, supported by proactive, comprehensive driver training.

Bendix's new multimedia center at safertrucks.com/knowledge-dock, Burkhart noted, offers blog posts, podcasts, videos, and more on a range of trucking-related topics, including advanced safety technology development, driver assistance systems, and the commercial vehicle regulatory landscape.

Through its ever-growing portfolio of technology developments, along with unparalleled post-sales support, Bendix delivers on safety, and improves vehicle performance and efficiency – areas critical to fleets' success. In helping lower total cost of vehicle ownership, Bendix aims to strengthen return on investment in equipment and technology that make roadways safer for all the vehicles, drivers, and passengers who share them.

For more information about Bendix safety systems and technologies, call 1-800-AIR-BRAKE or visit www.bendix.com or 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 3,000 people, Bendix is driven to deliver solutions for improved vehicle safety, performance, and overall operating cost. Contact us at 1-

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