

Advance Warning of Emergency Vehicles Now Available

Thursday 9 October, 2014

Cambridge, 9th October 2014 ---- Thanks to new technology available through Cambridge-based CBS Automotive, drivers using Target Blu Eye can now get advance warning of approaching emergency vehicles including the police, (both marked and unmarked cars and police motorcycles), ambulance and fire services.

Injuries, fatalities and vehicle damage

Every year there are thousands of potentially avoidable accidents involving emergency vehicles and private and commercial vehicles. The statistics for London's Metropolitan Police alone are chilling. When you extrapolate across the country, it gets scary. In the three years between 2008 and 2010, the Metropolitan Police were involved in more than 12,000 accidents resulting in 3,015 casualties. There were 22 fatalities. This figure includes 16 motorists. And this doesn't take into account damage to vehicles. (Source: *Daily Mail* 30 December 2010). This figure rose even further; in 2012-2013, there were 31 fatalities in England and Wales alone. (Source: *ipcc*).

How does Target Blu Eye work?

This worldwide patented traffic safety device uses radio signals from the O2 Airwave Network, (Tetra). Drivers are warned of approaching emergency vehicles by both visual and auditory alerts on the user display up to a kilometre radius even when the vehicle is not using its siren or flashing lights. Target Blu Eye not only increases safety for road users but also traffic safety for the emergency services as well as other road users.

Take control and stay safe

"Every fatality on our roads is one fatality too many" says Naeem Khokhar, managing director of CBS Automotive. *"With Target Blu Eye installed in your car, you are stacking the deck in your favour."*

CBS Automotive are UK distributors for this unique product; the recommended retail price is £999 plus installation.

For further information contact CBS Automotive:

Tel: 01223 56 30 30

Web: www.targetblueye.co.uk or www.blu-eye.eu/en

Email: Blu-eye@select-cbs.co.uk

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Public Safety :: Road Awareness
:: Target Blu Eye :: Emergency Services ::

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Company Contact:

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CBS AUTOMOTIVE

T. 01223563030

E. naeem@select-cbs.co.uk

W. <https://www.targetblueye.co.uk>

Additional Contact(s):

naeem khokhar

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