



For Immediate Release
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Brandmotion Champions Safer Cars Today With Brand Repositioning, “Vision Zero” Initiative

Safety supplier sets goal to save 10,000 lives per year through technology and industry awareness

LAS VEGAS, November 2, 2016 (MEDIAWIRE) – Brandmotion LLC, leading developer and supplier of drive-enhancing vehicle technology, announced an evolved company direction that focuses on driving safety. As part of the brand repositioning, Brandmotion has changed its tagline from “Seamless Vehicle Personalization” to “Safer Cars Today.” With the new direction, the company plans to be a strong influencer for the automotive aftermarket in saving lives with the latest safety technology. The new branding will be introduced at the 2016 Specialty Equipment Market Association (SEMA) show in Las Vegas.

“With the rapid advancements in driving safety technology, including early warning systems, collision avoidance and driver awareness systems, we believe the vision of zero traffic fatalities—a goal backed by many of the world’s leading automakers and technology suppliers—can be achieved,” said Jeff Varick, founder and president of Brandmotion. “Currently there are over 30,000 traffic-related deaths each year in the United States. If every car on the road were outfitted with the safety features found on a comparatively few new-vehicle models, we can save 10,000 lives per year. And we’re not talking about future innovations, we are talking about what is available in the aftermarket today.”

Varick references “A Roadmap to Safer Driving Through Advanced Driver Assistance Systems,” a 2015 study by The Boston Consulting Group. It determined that today’s advanced driver assistance systems (ADAS) can significantly reduce the number and severity of motor vehicle accidents, which currently exceed \$900 billion in damage, 33,000 deaths and 3.9 million injuries per year. The study also found that adoption of existing technology is growing at only 2 to 5 percent annually.

Additionally, a 2015 *Automotive News* article, “Can Traffic Deaths Be Eliminated?” references 13 current technologies—from lane departure warning to partially autonomous driving and maneuvering—that are available and could be implemented on every vehicle today.

A major component of Brandmotion’s new direction is its support of Vision Zero, a multinational traffic safety initiative that started in Sweden in 1997, and has since been adopted worldwide and by major cities throughout the United States. Vision Zero’s core principle puts the preservation of life and health over all other considerations for drivers, commuters and pedestrians, and aims to achieve zero traffic-related deaths by 2030. Brandmotion will work with its retail partners and influence other industry suppliers to promote Vision Zero through education and awareness campaigns.



In addition, the company will focus its product development and distribution efforts to bring the latest safety technology to the aftermarket and make it available to drivers through its retail channels.

“After 10 years of helping people realize a better, safer driving experience, we are now going to concentrate on what’s most important,” added Varick. “‘Safer Cars Today’ is a clear, concise call to action that can and should be taken up by every automotive technology provider, whether OEM or aftermarket. We can’t wait the traditional 20 to 30 years for complete market penetration of a technology. We have a challenge and an opportunity to take steps today that will immediately make an impact and save lives.”

For more information, visit Brandmotion.com or follow Brandmotion on Facebook at facebook.com/brandmotion.

Images:

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