



For Immediate Release
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Brandmotion Ships OE Radar Blind Spot Monitoring for the Aftermarket

Vehicle-specific, weather-resistant systems include reverse-gear cross traffic alert

SOUTHFIELD, MICH., January 16, 2017 (MEDIAWIRE) – Brandmotion LLC announced it has begun shipping its Radar Blind Spot system, RBDS-1400, to retailers nationwide. The system was introduced at the 2016 SEMA show in Las Vegas. Paired with vehicle-specific mounting brackets, the RBDS-1400 gives aftermarket retailers the ability to sell an Original Equipment system that is proven to reduce accidents while driving and maneuvering.

"After announcing our commitment to [Vision Zero and changing our tagline to 'Safer Cars Today,'](#) delivering this life-saving product shows we are putting our efforts behind our words," said Jeff Varick, president of Brandmotion. "Driver blind spots account for more than 800,000 accidents and 300 fatalities per year. While manufacturers are beginning to embrace the detection systems in newer vehicles, the aftermarket needs a proven solution for the millions of vehicles already on the road."

The RBDS-1400 (MSRP \$729.95) consists of a central processor and two radar sensors that are installed behind the bumper at the rear corners of the vehicle. Within the cabin, blind spot warning indicators are installed on the A-pillars. The system begins monitoring above 15 miles per hour. If it senses a vehicle in the blind spot, it illuminates the indicator light, and will further emit an audible tone if the turn signal is applied while a vehicle is in the blind spot.

Because radar sensors are used rather than side-mounted cameras, they are completely hidden from view and do not affect the vehicle exterior appearance in any way. Also, they are not affected by bad weather.

In addition to blind spot monitoring, the RBDS-1400 includes an aftermarket industry exclusive cross-traffic monitoring system. Activated when the vehicle is put into reverse gear, the system warns the driver with an audible alert and indicator light if it senses vehicles, people or other objects that may cross behind the vehicle while it is backing up.

The RBDS-1400 must be combined with vehicle-specific mounting kits for the sensors. Currently, Brandmotion offers 11 kits at \$49.95 MSRP that fit late-model Mercedes-Benz C Class; BMW 3 and 4 Series; Ford Escape, Fusion and Transit; Jeep Grand Cherokee and Dodge Durango; GM Suburban, Tahoe and Yukon; Toyota Camry, Highlander and RAV 4; and Chevrolet Impala.

For more information, please visit brandmotion.com and [search part number RBDS-1400](#).

Images: [Blind Spot Warning Indicator](#); [Rear Sensors](#)

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