



MakeWay Safety

www.makewaysafety.com

MakeWay Saves Lives

Roadway accidents involving emergency vehicles remains an unaddressed problem in the U.S. today. FEMA and the NHTSA have recognized this issue as one of the leading causes of death and injury to the First Responder community. It is generally assumed that the greatest life risk for First Responders is on site – at an incident. However, “the largest risk to life for this community is in transit to and from an emergency”. (FEMA 2014) Statistically, emergency vehicles and their occupants have a higher fatality rate than any other motor vehicle category in the U.S.

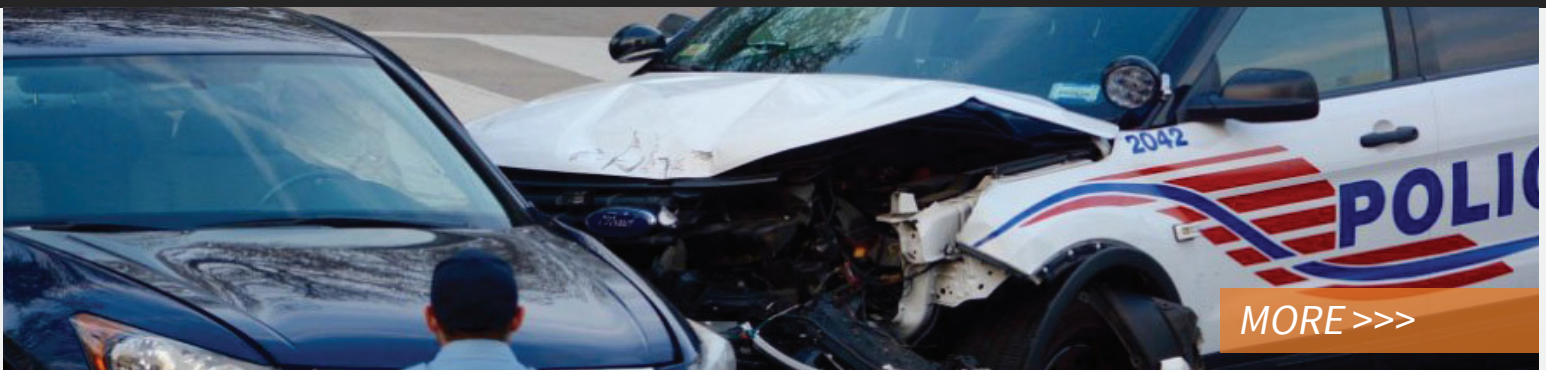


DISTRACTED DRIVERS

Accidents attributed to distracted driving continue to increase at an alarming rate. “Distracted driving contributes to nine fatalities and more than 1,000 injuries each day” (Centers for Disease Control, June 2017). First responders can no longer rely simply on the effectiveness of lights and sirens to alert drivers of impending danger. “Lights and sirens are often useless with soundproof cars and drivers focused on more than just driving, their cell phones and other hand-held devices drawing their attention away from the road”. (FEMA 2014)

THE MAKEWAY TECHNOLOGY

The MakeWay Emergency Alert system is a hands-free technology that sends an audible warning to motorists in the path of a responding emergency vehicle, similar to the Amber Alert System. MakeWay takes advantage of the driver’s mobile device to transmit an audible, emergency alert that notifies the driver of an approaching emergency vehicle. The driver receives an audible tone and customizable voice message that states the nature and direction of the approaching danger.



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THE ALERT ZONE

The MakeWay technology recognizes intersections – a leading site of accidents – and expands its notification zone to vehicles approaching from streets that intersect or cross the emergency vehicle's route. The technology can also alert oncoming traffic to emergency vehicles on the shoulder or work zones with repair crews ahead.

WHY MAKEWAY?

Deployment of the MakeWay system will provide a means of safer transportation to and from an emergency for both Emergency Responders and passenger vehicles by improving motorist awareness, saving lives and reducing the cost of downtime repair and replacement of municipal vehicles involved in accidents.

FOR MORE INFORMATION CONTACT:

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National Highway Transportation & Safety Administration

- 50,000 emergency vehicle collisions annually
- 18% of fatalities are in secondary crashes



Police & Law Enforcement

- 44% of fatalities are vehicle-related
- 30% of fatalities in police pursuits are innocent bystanders
- 3.4x more crashes than fire and EMS



Fire & EMS Accidents

- 25% of Fire fatalities are vehicle related
- 70% of Fire accidents occur during emergency conditions
- 24% of Fire injuries occur in intersections, 66% of T-bone accidents are fatal
- 35% of EMS accidents result in injury or death
- 60% of EMS accidents occur during an emergency response



DOT Work Zones

- 96,626 crashes in 2015, an increase of 42% from 2013
- A crash occurs every 5.4 minutes
- 25,485 crashes (25.4%) involve at least one injury
- 669 fatalities in 2014 or 1.8 per day
- 85% of deaths in work zones were vehicle-related