

**Reduce sideswipe accidents
by up to 60% with the innovative
TruckView® lens**
Exclusive discounted prices of up to 33%
for Brit Insurance policyholders

Proven reduction in sideswipe accidents

Accidents involving cyclists, motorcyclists and pedestrians when trucks are turning left are a major problem, caused by a blind spot on the passenger side that is not picked up by rear view mirrors.

Using a TruckView Fresnel lens is proven to vastly reduce the risk of sideswipe accidents and the associated liability, disruption and costs, which far exceed the nominal cost of prevention.

What is a TruckView Fresnel lens?

The TruckView Fresnel lens from Alenia Optic is a clear, thin plastic lens that is simply pressed onto the inside of the passenger side window. The lens gives a downward view close to and around the truck's passenger door. TruckView covers up to 90%+ of the mirror blind spot that is the cause of so many accidents. Its blind spot coverage is better than other supplementary visual devices tested alongside TruckView. The design has been specified and agreed by VOSA and is recommended by the Highways Agency and Transport for London. Customers of TruckView include Harsco Logistics, Reynolds Logistics and The Lloyd Fraser Group.



Exclusive discounted rates of up to 33% for Brit Insurance policyholders

As a significant player in the haulage insurance sector, Brit Insurance wish to use our position to highlight the benefits of this simple but effective way of improving road safety and lessening the human and monetary costs of accidents.

So we are pleased to announce that, as an innovative addition to our comprehensive Brit Risk Management service, we are able to offer our current Motor Fleet Insurance policyholders exclusive discounts on TruckView lenses. We are the first and only UK insurer to offer this discount. It is not available from any other UK insurer.

Quantity ordered	Normal cost per lens	Cost per lens to Brit Insurance policyholders
1-9 lenses	£11.99 each	£7.99 each
10-49 lenses	£9.99 each	£7.99 each
50+ lenses	£7.99 each	£6.99 each

To order your discounted lenses, simply call **Alenia Optic** on **023 8022 4506**, and give them your Brit Insurance Motor Fleet policy number.

The discount is valid until 31 May 2011.
All prices are exclusive of VAT.

www.riskmanagement.britinsurance.com

† Follow up Study to the Heavy Goods Vehicle Blind Spot Modelling and Reconstruction Trial, M Dodd, Transport Research Laboratory, 2009

*LHD Vehicles Blind Spot, John Fitch, VOSA Research and Development Team, 2007

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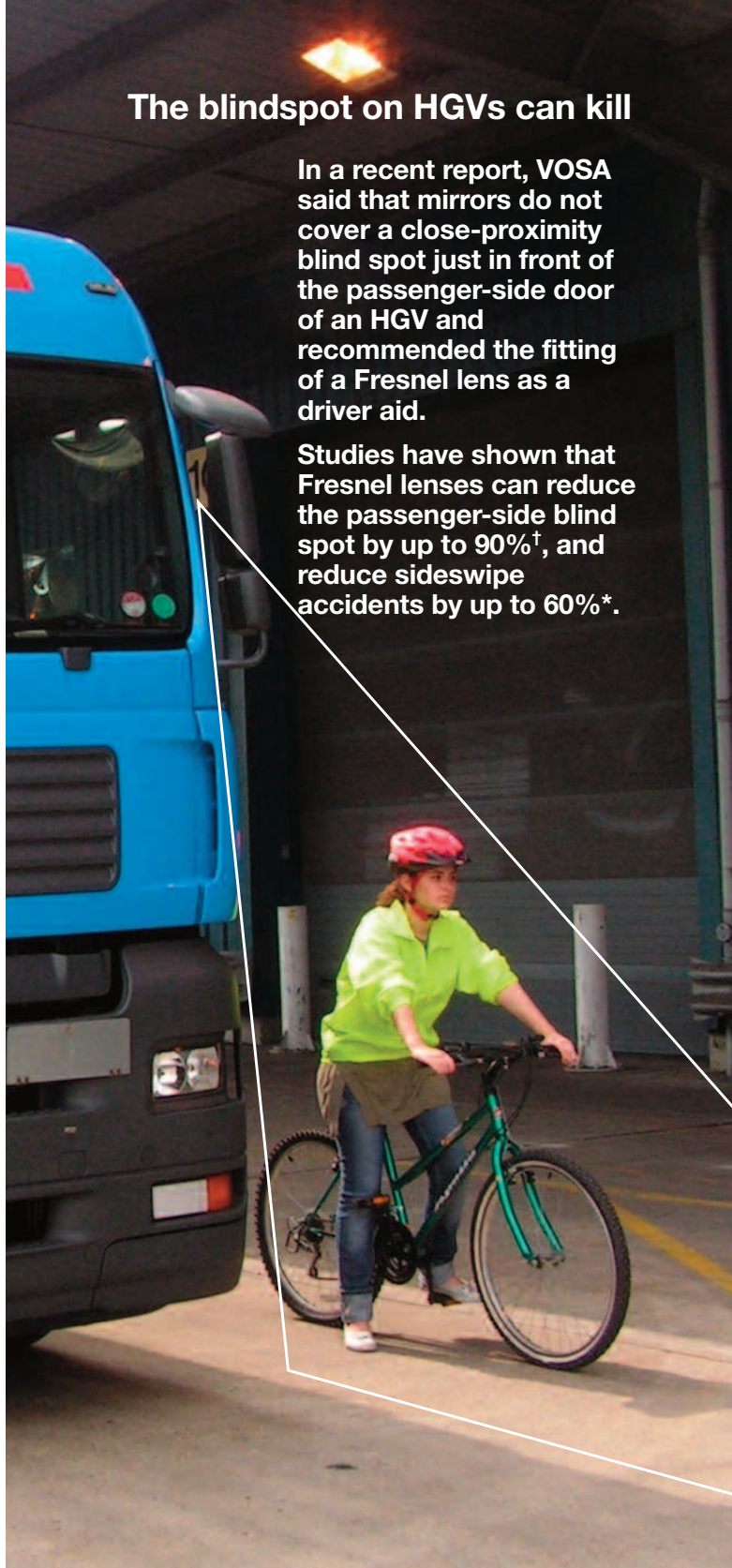
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The blindspot on HGVs can kill

In a recent report, VOSA said that mirrors do not cover a close-proximity blind spot just in front of the passenger-side door of an HGV and recommended the fitting of a Fresnel lens as a driver aid.

Studies have shown that Fresnel lenses can reduce the passenger-side blind spot by up to 90%[†], and reduce sideswipe accidents by up to 60%*.



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