

# Press release

19<sup>th</sup> July 2012

**FOR IMMEDIATE RELEASE**

## **ASTUCIA SHED LIGHT ON THE A41 CHETWYND**

The A41 north of Telford, Shropshire running through Chetwynd is a notoriously dangerous stretch of road due to a staggered junction with few road markings, delineation or signage.

This area of road has been highlighted as an accident

black spot due to vehicles frequently exceeding the 60mph speed limit and the area being prone to fog and the elements.

The staggered junction also contributed to making this a hazardous stretch of road as oncoming traffic did not have clear visibility of vehicles joining the carriageway in darkness.

Jacobs on behalf of Telford and Wrekin Council installed 105 Astucia Hardwired Intelligent Road Studs along the roadside of the A41 carriageway just north of Telford, and installed 200 Astucia SolarLite Flush Road Studs in the centre of the road giving drivers clearer guidance and visibility of the road ahead for a distance of 900m. Two radar controlled Vehicle Activated Signs (VAS) were installed



at either side of the road just before the connecting roads joined the main A41 carriageway. The studs were programmed to constantly emit low level light during the hours of darkness and if a vehicle were to exceed the speed limit on passing either of the VAS signs they would flash “Slow Down” with the hardwired studs automatically changing to full brightness, dramatically increasing the driver’s visibility of the road ahead.

The use of the Astucia SolarLite intelligent road studs provide enhanced driver safety benefits in a cost effective manner without being detrimental to Telford and Wrekin Council.

The Astucia SolarLite intelligent road studs automatically illuminate from dusk to dawn and increase driver visibility. This is ten times greater than the traditional, retro-reflective, passive road stud which is limited by the headlight beam of the vehicle. With the increased visibility of the SolarLite road stud driver reaction time is of potential hazard in the road ahead is increased from 3.2 to over 30 seconds, when driving at 60mph.



The Technical Director from

Jacobs Traffic, Transportation and Road Safety Team commented “I would like to thank Clearview Traffic for their technical expertise, support and collaborative working in helping to deliver a challenging, yet innovative road safety solution for the A41 Chetwynd road junction. The efforts and commitment demonstrated from the outset at our initial sales meeting, through to the design support, client meetings and on site supervision / coordination of works, is commendable and showed true

professionalism. This was an excellent example of partnership working and we look forward to working with Clearview Traffic on future projects”

This unique road safety system established full Site Acceptance Tests (SAT) after installation and is evident in decreasing the number of collisions on this section of the A41 carriageway.

To see this scheme in action scan the attached QR code or visit this site -

<http://www.youtube.com/watch?v=-4hMA4Bpeqo>



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***For further information please contact:***

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**About Clearview Traffic:**

Clearview Traffic brings together over 50 years of combined road safety and traffic data collection expertise in our multi-award winning brands: Astucia and Golden River. These brands are known and respected worldwide as pioneers and leaders in the field of Intelligent Transportation Systems (ITS), delivering innovative solutions that help reduce casualties on the world’s roads, reduce congestion and safely increase the capacity and effectiveness of road networks.

**Clearview Traffic Brands:**

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|--------------|---|
| Astucia      | The award winning market innovator for intelligent road studs   |
| Golden River | A comprehensive range of intuitive, cost effective and sustainable traffic data management solutions, a leader in the field of automated traffic counting and classifying |



**Moving Traffic, Saving Lives**