

Press release

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FOR IMMEDIATE RELEASE

CLEARVIEW TRAFFIC, JACOBS AND TELFORD & WREKIN COUNCIL WIN PRESTIGIOUS ROAD SAFETY AWARD AT THE HIGHWAYS EXCELLENCE AWARDS 2012

Clearview Traffic, jointly with Jacobs and Telford & Wrekin Council, has won the Road Safety Scheme Award at the Highways Magazine Excellence Awards 2012.

Clearview Traffic, Jacobs and Telford & Wrekin Council's installation of the Chetwynd Road Safety Scheme was presented with the "Road Safety Scheme Project of the Year" award at the annual Highways Magazine Excellence Awards ceremony in London on October 11th 2012. The award recognised the significant impact this project has had in improving road safety on the A41, Chetwynd.



This innovative safety scheme originated when the local highway authority and Telford & Wrekin Council commissioned Jacobs to carry out a Collision Investigation route-based study on the A41. This highlighted Chetwynd Crossroads as an 'accident black spot' area. It was decided to create a

pioneering new scheme, in partnership with Clearview Traffic, to decrease the number of accidents on this dangerous stretch of road.

The scheme, a 'first' in the UK, relies on Astucia Hardwired Road Studs and Vehicle Activated Signs. During the hours of darkness, the junction layout is defined through the use of Astucia SolarLite Road Studs, highlighting the road layout and usage. An approaching motorist travelling in excess of a predetermined trigger speed illuminates the VAS, and the Astucia Hardwired Road Studs brighten from the solar illumination level to warn of the junction layout and encourage speed reduction. The scheme is helping to decrease the tally of collisions and reduce the number of speeding drivers on this hazardous section of road.

Nick Lanigan, Managing Director at Clearview Traffic Group states, *"We are delighted to have been awarded such a prestigious accolade for our innovative Road Safety Scheme in association with Jacobs and Telford & Wrekin Council. Clearview Traffic Group boasts a strong technical team and we are proud to be playing a leading role in making Britain's roads safer. We aim to continue to deliver new and exciting technologies to delight our customers and deliver our future business objectives"*.

This award is the culmination of what has been an impressive period of growth for Clearview Traffic Group. The business now plans to expand on its new product development activities and carry on creating pioneering, innovative schemes to increase road safety worldwide.

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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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:

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.