

# Case Study



## Winslow Group reduces fleet vehicle collisions with Mobileye



### Client

Winslow Construction Group,  
Australia.

### Industry

Construction.

### Challenge

Winslow Group needed a solution to reduce vehicle collisions and prevent damages.

### Solution

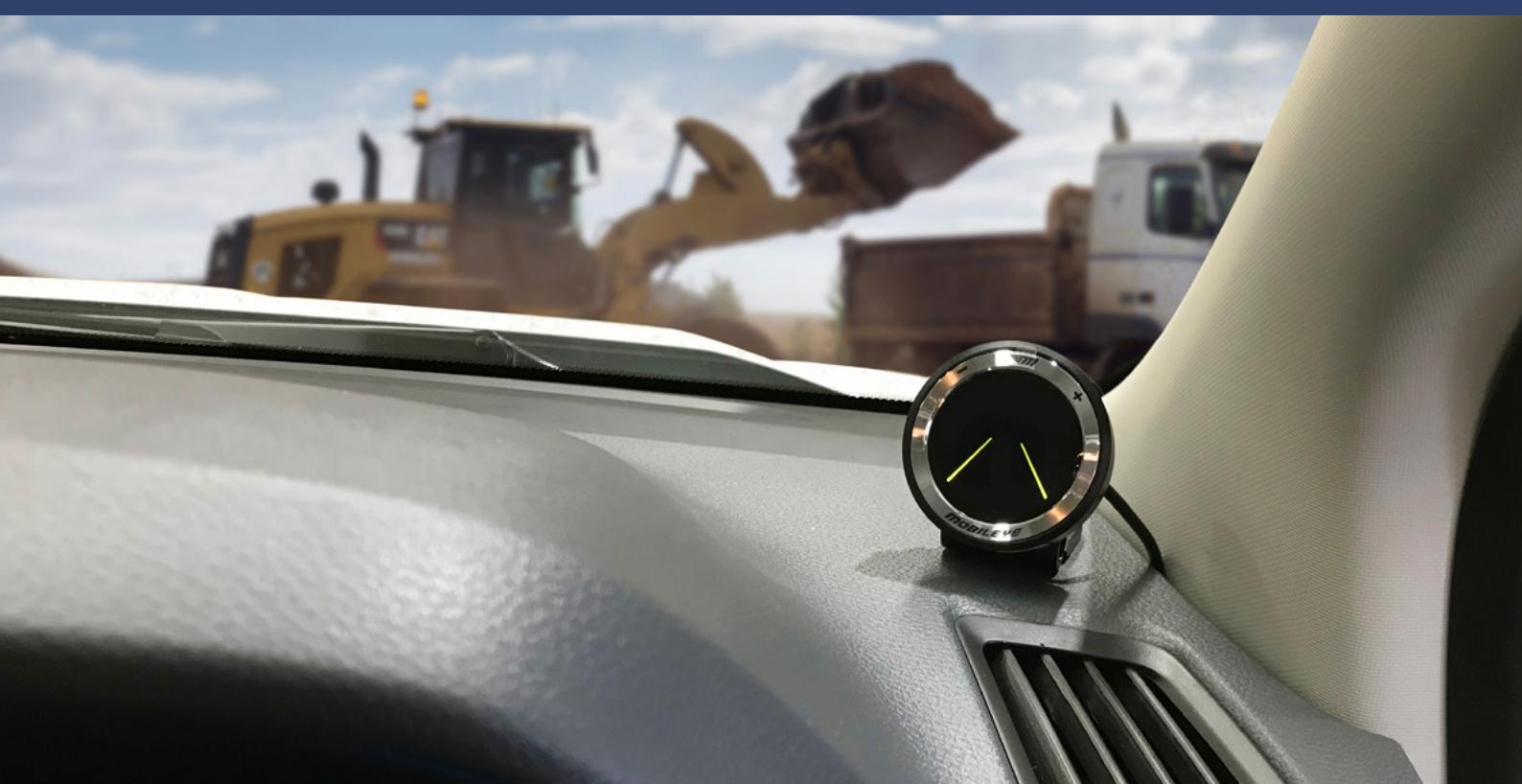
After researching collision avoidance systems and conducting a pilot with Mobileye, Winslow Group chose Mobileye's retrofit collision avoidance system for their vehicles.

### Outcome

Zero collisions – not one of the Mobileye-equipped vehicles was involved in a collision\*. As a result, Winslow is continuing to roll out Mobileye ADAS across their fleet.

*"The numbers of accidents of Winslow vehicles on the roads were increasing but since the Mobileye program began there have been zero collisions with equipped vehicles. The system has also had a positive effect on driver behaviour."*

-Winslow Constructors Australia



## Improve Driver Behavior. Reduce Collisions.

Winslow Construction Group, Australia is one of the leading civil construction contractors in the State of Victoria. Safety is a priority throughout the company, from the office to the field. In line with this, Winslow searched for both an affordable and a reliable solution to increase the safety of their existing fleet.

While most new vehicles come with built-in collision avoidance systems, renewing an entire fleet can be very expensive. After thoroughly researching different collision avoidance systems options, **Winslow found Mobileye's retrofit system could achieve the same level of safety for their fleet as purchasing new vehicles, but for a fraction of the cost.** Protecting their fleet, their drivers and other road users.

To ensure that Mobileye's technology could stand up to the tough environment that Winslow operates in, they initially installed it on 60 of their vehicles during the first pilot phase. Witnessing a clear improvement, Winslow has continued to retrofit its vehicles with Mobileye, with a long-term goal of retrofitting its entire fleet (up to 400 installations eventually.) This would represent an investment of around A\$600,000.

While the drivers of Mobileye-equipped vehicles needed time to adjust to the alerts of the collision avoidance system, Winslow found that they were soon practicing safer driving habits, with none of the Mobileye-equipped vehicles having to date been involved in a collision.

## Goal

Reduce number of collisions and increase safety standard of existing fleet.

## Result

**Zero collisions.** None of the Mobileye-equipped vehicles were involved in collisions.

## Roll Out

**400 vehicles** will ultimately be equipped with Mobileye's collision avoidance system.



*"Nowadays, of course, most new vehicles come with built-in collision avoidance systems, but renewing our entire fleet overnight would be prohibitively expensive. So after thoroughly researching different collision avoidance systems options, Winslow found Mobileye's "retrofitted" system could achieve the same level of safety for our fleet as purchasing new vehicles, but for a fraction of the cost of changing every vehicle."*

-Winslow Constructors Australia