



## **Pulse The Safer Braking Technology®**

**Pulse®** is the rear-end collision deterrent that rapidly pulses your third brake light four times before going solid when you press the brake pedal. *The pulsing does not repeat upon subsequent application of the brakes for five seconds so as not to annoy trailing drivers in stop-and-go traffic.* You'll have peace of mind knowing that you've done all you can to protect yourself and your family from "The Other Guy."

### **The Wreck Stops Here.**



If a driver has 0.5-second additional warning time, an estimated 60% of rear-end collisions could be prevented. One extra second of warning time can prevent approximately 90% of rear-end collisions.\*

**Pulse®** is designed to help provide that additional second of warning time.

# This Dealership Cares

Our customers' safety comes F1rst! We have installed **Pulse**® on all of our new vehicles to help protect you and your family from distracted drivers who are a leading cause of rear-end collisions.

## See Pulse® in Action

Step on it, the brake pedal that is!

Ask your sales consultant for a demonstration of the **Pulse**® safer braking technology.

## Did You Know?

OVER  
**\$39 Billion**  
IN ECONOMIC  
COSTS  
ANNUALLY\*

MORE THAN  
**1.5 Million**  
COLLISIONS  
IN U.S.  
ANNUALLY\*

APPROX  
**400,000**  
INJURIES  
IN U.S.  
ANNUALLY\*

OVER  
**3,000**  
FATALITIES  
ANNUALLY\*

Texting while driving is one form of distraction and makes up a sub-set of the total number of collisions due to distracted driving. According to Distraction.gov, texting is one of the worst forms of distraction because it requires visual, cognitive and physical effort from the driver.

Since cell phones have become mainstream, distractions associated with them have been increasing at an alarming rate. As cell phone features related to texting becomes more popular (larger smart phone screens, group and predictive texting), their impact as a driving distraction has become an epidemic.

### Other forms of driver distraction include:

- Eating and drinking
- Talking with passengers
- Using a navigation system
- Talking on the phone
- Adjusting the radio



\*For source information please visit our website at

[www.PulseProtects.com](http://www.PulseProtects.com)

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These products are covered by either of the following patents 6,720,871/6,943,677 • PP-RC-R1.6