

THE VALUE OF ELECTRONIC STABILITY REALIZED

How Bendix® ESP® helps Central Refrigerated take safety to a new level

Central Refrigerated Service, Inc.

- West Valley City, Utah
- 1,850 vehicles in fleet, including Kenworth, Peterbilt and Volvo
- Refrigerated carrier to all 48 of the contiguous United States
- www.centralref.com



The Need: World-Class Safety

Central Refrigerated Service, Inc. has one of the safest fleets on the road. In fact, world-class safety is the company's top goal for its 1,850 trucks and their drivers. The Utah company is always examining technologies that will positively impact the safety of its fleet without burdening its bottom line.

It was a Bendix Proving Ground Ride-'n'-Drive Demo that introduced Central Refrigerated to the Bendix ESP Electronic Stability Program. A subsequent visit to the Bendix test track in Houghton, Mich., was all it took to convince the company Bendix ESP could make its fleet even safer.

"The ride and drive piqued our interest," said Mark F. Hadley, director of maintenance. "We scheduled a time at the Bendix test track, and from there, it was a no-brainer. We came back and immediately made the decision to implement Bendix ESP on all of our trucks."

We've already seen a change in the dynamics of the types of accidents we experience in our fleet. We know we have fewer rollover accidents with the help of the Bendix technology.

Case Study: Bendix® ESP® Electronic Stability Program

The Solution: Bendix® ESP®

Bendix ESP is a full-stability technology, also known as electronic stability control. Unlike roll-only systems, the Bendix full-stability technology includes both roll and directional stability, enabling earlier detection and faster intervention, and addressing a wider range of driving and road conditions than any other stability technology widely available today. There's often more to a rollover than just the rollover – often, a loss-of-control situation starts the chain of events that results in a rollover. Bendix ESP helps mitigate the initial loss-of-control event.

“After making the decision to use Bendix ESP, we sent our safety people to the Bendix track to experience the technology,” Hadley said. “They came back and said our investment in Bendix ESP was a great business decision. Bendix ESP will help us take safety to a new level.”

Central Refrigerated uses the stability system for more than intervention. Data produced by the system gives the company insight regarding unsafe driving practices. The data enables the company to encourage safer driving, as well as focus driver training efforts on specific needs for improvement.

“It surprises our drivers when they've had an accident and we're able to report to them what caused the accident,” Hadley said. “Having the information the Bendix ESP system provides definitely helps make our drivers safer.”



Bendix ESP deploys both roll and directional stability to help mitigate rollovers, as well as the loss-of-control events that often lead to rollover.

The Result: Keeping the Fleet the Safest on the Road

No stability system eliminates the need for good drivers, good driving practices, or good driver training. But at Central Refrigerated, the results speak for themselves. Rollovers have decreased. And Central Refrigerated now specifies Bendix ESP for every new truck it purchases. The company estimates that 100 percent of its fleet will include Bendix ESP by the end of 2009.

“We've already seen a change in the dynamics of the types of accidents we experience in our fleet. We know we have fewer rollover accidents with the help of the Bendix technology,” Hadley said.

As the fleet evolves its use of Bendix active safety technologies, its ultimate goal is not only to mitigate potential accidents, but also to create opportunities to capture and immediately report the data surrounding

interventions. Ultimately, Central Refrigerated will do more to quantify the effects of its safety technologies. And the company will continue to partner with Bendix to expand and integrate those technologies.

“We chose Bendix ESP because the technology is more advanced than anything else on the market. There's no question it's been worth the investment,” Hadley said. “Bendix ESP has been flawless. We have one of the safest fleets on the road, and Bendix ESP is going to help us keep it that way.”