

PRESS RELEASE

JUNE 2018

FOCUS ON SAFETY - Winslow Group reduces fleet vehicle collisions with Mobileye

For the Winslow Group safety is a huge priority throughout the company, from the office to the field.

This focus on safety has seen a great new safety program roll out across the company - My Family – My Safety.

The problem faced by most construction companies, is essentially very simple. Construction sites are very busy places, often a hive of worker activity, with vehicles coming and going constantly. The potential for those vehicles to be a hazard to workers moving around is always there. So when the company spotted the new Mobileye technology it caught our attention immediately.

Mobileye's collision avoidance system keeps road users safer, reduces the risks of traffic accidents, and ultimately saves lives. It reduces the risk of a collision by warning the driver with visual and audio alerts in real time, providing the critical seconds needed to avoid or mitigate a collision. The system's camera scans the driving scene ahead, with Mobileye's proprietary algorithms, detecting other vehicles, pedestrians, bicyclists, lane markings, and speed limit signs that are in the vehicle's path.

As Clive Rogers, MD of Mobileye's official distributor in Australia, FleetSafe explained, when talking about the Mobileye technology:

"Mobileye's "pedestrian detection" function offers an unprecedented level of protection to these potentially vulnerable workers as they move amongst vehicles.

Furthermore, while construction sites are always treated with the highest regard to safety, it's really encouraging to see an organisation like Winslow recognise that safety is paramount not only while on-site, by also for employees who use company vehicles to travel to and from their workplace."

Nowadays, of course, many new vehicles come with built-in collision avoidance systems, but renewing Winslow's 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 their fleet as purchasing new vehicles, but for a fraction of the cost of changing every vehicle.

Around sixty Winslow vehicles have had Mobileye installed so far. To ensure that the technology stands up to the tough environment in which Winslow vehicles operate, the initial pilot phase was closely observed. Witnessing a clear improvement, Winslow have continued to retrofit their vehicles with the system with a long-term goal to have the devices standard or fitted in all Winslow vehicles (in excess of 300 vehicles in fleet.) The total safety program represents an investment of around \$450,000.

The numbers of accidents of Winslow vehicles on the roads were increasing with fleet size, 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. While the drivers of Mobileye-equipped vehicles needed a little time to adjust to the alerts of the collision avoidance system, they were soon practicing safer driving habits.

The focus on safety at Winslow is a way of life for everyone working for the company, and is led from the top by the company's management team.

Winslow CEO Trevor Lockwood is adamant that "Safety should be at the heart of everything we do. It must be engineered into all of our projects and at the front of the minds of all employees and sub-contractors. If we all follow the principles we can all play a critical role in achieving our company Vision of My Family – My Safety... so everyone goes home safely at the end of every working day to their families.

Australia's construction industry needs major companies like ours to lead the push for safer workplaces and Mobileye is a very practical outworking of our commitment."

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