

PRECO Electronics and MEKRAtronicS Announce Strategic Partnership to Deliver Active Safety Solutions to Europe's Heavy-Duty Vehicle Industries

Introduction of PRECO's PreView Radar Complements MEKRAtronicS (a business division of MEKRA Lang) Industry Leading Safety Vision Systems

Boise, Idaho USA and Ergersheim, Germany ([PRWEB](#)) April 08, 2016 -- [Preco Electronics](#), the global leader in heavy-duty vehicle collision mitigation, today announced a strategic partnership with [MEKRAtronicS](#), a business division of [MEKRA Lang GmbH & Co. KG](#). Under the terms of the agreement, MEKRAtronicS will offer and bundle Preco's patented [PreView® Radar](#) object detection solution as a complement to its suite of heavy-duty indirect vision solutions. Focused specifically on Europe's heavy-duty vehicle industries, the combination of safety offerings provide customers with proven solutions that actively mitigate accidents, improve efficiencies and create safer work environments.

Preco's suite of radar-based solutions were engineered specifically for the heavy-duty market and the joint offering will be marketed and supported by MEKRAtronicS. MEKRA Lang will demonstrate Preco's PreView Radar at the Bauma construction and mining trade show, April 11th through 17th, in Munich, Germany.

“MEKRA Lang is an industry leader in heavy duty industry safety, and will introduce Preco's suite of solutions across a wide spectrum of Europe's heavy-duty vehicle industries, including construction, mining, trucking, and waste & recycling,” said [Tom Loutzenheiser](#), Vice President of Business Development for Preco Electronics. “Safety has universal traits that require proven solutions dedicated to specific industry needs, with the flexibility to adapt to changing customer requirements. MEKRA Lang's key tenets of providing their customers robust, reliable, and proven safety products mirror Preco's sixty-nine year history of dedication to safety technology and customer-oriented success.”

Preco's PreView radar is a rear blind zone object detection system built specifically for heavy-duty vehicles. Preco's customers have reported that the use of PreView Radar systems have reduced backing accidents by upwards of 85%. Preco Electronics' CEO, Jim Bean shared that “over the past 16 years since Preco has been building object detection radar systems, our customers have reported zero fatalities related to backing accidents with our systems installed. And while collisions may occur, our technology is reducing the severity of accidents, vehicle downtime, repair costs and insurance premiums. The return on investment is proven.”

“MEKRAtronicS identified Preco Electronics as the premium manufacturer of heavy duty object detection radar when researching potential radar partners to complement our existing vision systems,” said Bastian Dorsch, head of sales at MEKRAtronicS. “Our brand is built on delivering the highest quality products that will stand the test of time and operate effectively, regardless of the environmental extremes and rigors of daily use; tough, rugged and reliable like all of our products. One company stood way above the rest, and it was Preco Electronics. We pride ourselves on delivering our customers a tool that they know they can rely on, and Preco's dedication to quality makes them the ideal partner for radar based object detection technology.”

About Preco Electronics

Established in 1947, Preco Electronics is a USA-based safety technology company whose core capability is radar based object detection systems. Preco developed the first commercial back up alarm in 1962, which vaulted the company into the international heavy-duty vehicle industry safety field, where they continue to be an innovative leader.

As the global leader of collision mitigation solutions for heavy-duty equipment industries, Preco Electronics provides their customers patented safety technology systems that provide customizable solutions for object detection; actively engaging operators and vastly improving worksite safety. Customers across heavy duty vehicle markets, including construction, mining, over the road, waste & recycling, transportation and utilities have realized reduced collisions, improved productivity and mitigated risk. Learn more at preco.com or follow us on Twitter @PrecoElec.

About MEKRAtronics

MEKRAtronics GmbH was founded in 2012, as a subsidiary of MEKRA Lang GmbH & Co. KG, the world market leader for indirect field of view solutions on commercial vehicles. MEKRAtronics is focused on the market segments of bodybuilders and trailer manufacturers, special vehicle manufacturers and the retrofitting of commercial vehicles, both on-road and off-road applications.

The combination of heavy-duty camera-monitor systems developed after OEM-specifications by MEKRA Lang and the high flexibility and service features of MEKRAtronics, ensure the fulfillment of individual customer solutions at the cutting edge of technology. MEKRAtronics' experience and the knowledge of the needs of manufacturers, fleet operators and drivers are the basis for us for tailor-made solutions for our customers.



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