



PhoneRanger Announces New Fleet Program for Safe Cell Phone Use While Driving

Many mobile workers are expected to use their cellphone for job-related calls while driving even though the risks are well known. The potential liability for corporate fleet owners is enormous. PhoneRanger, a developer of non-Bluetooth handsfree wireless headsets for all cellphones, is launching a marketing program directed at fleets to increase safe use of cellphones while driving.

([PRWEB](#)) March 14, 2005 -- As cell phones became prevalent in the past decade, concern grew about the safety of making cell phonecalls while driving. Common sense and personal experience tell us that driving with one hand and talking on a cell phone with the other can be a distracting and occasionally harrowing experience. This concern is shared by insurers, law enforcement and state legislators. Several states and cities have passed legislation banning the use of cell phones while driving unless assisted by hands-free devices.

Most attention has been on the behavior of individual drivers who put themselves, their passengers and other drivers at risk by driving and talking on their cell phone. But concern is even higher among fleet owners that their drivers are using cell phones without hands-free devices. With hundreds or thousands of drivers, the potential liability exposure for a corporation could be enormous. Corporate fleets have two choices: the near-impossible task of forbidding cell phone calls while driving or insisting on the safe use of cell phones with hands-free devices.

Even though traditional wired headsets allow a driver to make a hands-free phonecall, they are often tangled and uncomfortable. Too often they end up not being used. The recent surge of interest in Bluetooth-enabled phones with wireless headsets is largely attributed to the demand for hands-free cell phone use while driving. However the cost of Bluetooth phones is often prohibitive for both consumers and fleets. New viruses that attack Bluetooth phones have increased worries about that once-promising technology.

PhoneRanger designs and distributes affordable wireless hands-free non-Bluetooth headsets for use with cell phones while driving. The PhoneRanger headset works with almost every cell phone and is easily recharged while driving. More importantly, because of its added convenience, a wireless PhoneRanger headset is more likely to be actually used by drivers. Clearly any hands-free headset is a good bet for safety -- a wireless one is even better.

PhoneRanger is offering its 1.0 model headset to fleet owners in quantities of 10 or more with a 30% discount from the suggested retail price of \$69.99. To take advantage of this discount, please visit www.phoneranger.com and purchase 10 or more PhoneRanger headsets. When completing the purchase please, enter "Fleetsafe" in the rebate code box. A rebate form will accompany the shipped PhoneRanger units. Fill out and return the rebate form and receive \$21 per unit.

For more information, please contact PhoneRanger at 212 981-2529 x13 or visit www.phoneranger.com.

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