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FOR IMMEDIATE RELEASE

## **A "CHEETAH" WILL MAKE YOU A SAFER DRIVER IN 30 DAYS** **(NEWS ITEM FOR NATIONAL "STOP-ON-RED" WEEK)**

GILBERT, AZ - August 4th 2008 - **It's National Stop on Red Week and a remarkable new device is claiming to be able to make a significant impact on the main causes of red-light running - driver inattention and driver distraction.**

**"Don't believe us?" says Al Smith, VP Marketing for Cheetah USA. "Buy the Cheetah GPS mirror and use it risk free for 30 days. At the end of that time, if you don't agree that you are more aware of your speed, your surroundings and approaching road hazards, like the dangerous intersections that are enforced by red-light cameras, speed camera locations or other 'accident blackspot' areas, then return it and we will give your money back."**

Tim Spell, motoring editor for the Houston Chronicle agrees. "The speed readout is so convenient that I have a tendency to look at it instead of the car's speedometer."

The Cheetah GPSmirror is a 100% legal, GPS-based speed and red-light camera detector, that's built into a mirror unit, with extra safety features like rear blindspot reduction and anti glare technology. It comes pre-loaded with the locations of all the red light camera and speed camera locations in the USA and Canada and new camera updates are available to download free via the internet.

The \$299 product is now selling fast in Arizona, where Cheetah USA is based. Many AZ cities use cameras at intersections for both red-light and speed-on-green enforcement and the Arizona Department of Public Safety recently announced it is installing 60 fixed speed cameras and 40 mobile camera vans on statewide freeways from September. So what does the DPS think of drivers using a Cheetah? Bart Graves, DPS spokesman says, "Anything that helps people beware, and to control their speed, and more importantly pay attention to their driving, we're all for."

That statement is of national significance because it recognizes the difference between Cheetah's and other more traditional car tech products like radar detectors. Radar detectors always had something of an outlaw image because they are bought primarily by speeders. GPS detectors are aimed at mainstream drivers. In Europe, these kind of GPS detectors are bought as driver safety systems. Even the UK's Transport Minister, Dr. Stephen Ladyman, MP, readily admits to using one himself and they are sold by high profile insurance companies and motoring organisations.

The safety benefits of a GPS detector are immediately obvious. Smith explains, "Approximately two thirds of red-light running is not deliberate. It happens because people are not paying enough attention or they are distracted. Giving drivers advance reminders about these high risk accident sites helps to ensure they are not distracted and are paying attention, so it reduces the risk of being involved in a wreck. These days, responsible drivers need to leverage technology to enhance their own road safety, and the Cheetah GPS mirror makes it easy to do. If you accept that red-light cameras are for safety purposes, then using a Cheetah makes you safer still."

What about the remaining one third of scofflaw drivers? Smith replies, "If using our product encourages them to stop running lights, then we've helped the camera do it's job. The light wasn't run! That's one less potential accident and because the use of a Cheetah is voluntary, over time it will probably be more effective at modifying their driving behaviour, because it increases their hazard perception.

###ENDS

**The Cheetah GPSmirror is available now for \$299 on**  
**[www.GPSdetector.com](http://www.GPSdetector.com) or various online resellers.**  
**Sources and contacts are listed on page 2.**

# A "CHEETAH" WILL MAKE YOU A SAFER DRIVER (NEWS ITEM FOR NATIONAL STOP ON RED WEEK)

## Story Resources

- 1. ARIZONA DPS COMMENTS ON THE CHEETAH GPS MIRROR**  
Comments were made by Bart Graves, Arizona DPS spokesman in a News report by Frank Camacho on Good Evening Arizona, KTVK 3TV.  
[www.azfamily.com/video/localnews-index.html?nvid=269176](http://www.azfamily.com/video/localnews-index.html?nvid=269176)
- 2. ABC15 NEWS TESTS THE CHEETAH GPS MIRROR**  
[www.abc15.com/news/local/story.aspx?content\\_id=50ef29b4-86ea-4799-94e7-515f3ff61754](http://www.abc15.com/news/local/story.aspx?content_id=50ef29b4-86ea-4799-94e7-515f3ff61754)
- 3. TIM SPELL - HOUSTON CHRONICLE**  
[www.chron.com/class/cars/timspell/archive/040608.html](http://www.chron.com/class/cars/timspell/archive/040608.html)
- 4. UK TRANSPORT MINISTER USES GPS CAMERA DETECTOR**  
**Extract from Hansard (UK House of Commons Debates) 8 Mar 2006 :  
Column 904 Paragraph 3**  
[www.publications.parliament.uk/pa/cm200506/cmhansrd/vo060308/debtext/60308-29.htm](http://www.publications.parliament.uk/pa/cm200506/cmhansrd/vo060308/debtext/60308-29.htm)  
  
**Mr. Owen Paterson, MP (Conservative Shadow Transport Minister):**  
"I should declare that my wife gave me a GPS device which tells me where cameras are....I believe that the device has made me drive better. Can the Minister clarify that devices that show where cameras are positioned will continue to be allowed?"  
  
**Dr. Stephen Ladyman, MP (Labour Transport Minister):**  
"Such devices will continue to be perfectly legal. I have one myself."
- 5. HIGH RESOLUTION IMAGES - CHEETAH GPS MIRROR**  
Attached and available on request.

## Contacts

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- 3. Arizona DPS**  
[www.azdps.gov](http://www.azdps.gov)