

Bendix® ABS-6 Advanced with ESP® A Brake-Through Innovation in Electronic Stability.



Bendix® ABS-6 Advanced with ESP® is a full electronic stability technology that mitigates under-steer, over-steer, and rollover situations like those pictured above.

A full electronic stability program with innovative rollover, under-steer, and over-steer protection from Bendix Commercial Vehicle Systems is now available on Mack, Volvo, Peterbilt, Kenworth, and International (RSP) trucks and tractors in North America.

Using familiar air-based North American braking systems, Bendix® ABS-6 with ESP® stability functionality provides core antilock braking, along with Bendix® Smart ATC™ and ESP, the most effective ABS-based traction control and stability systems on the market today.

Safety is the bottom line.

For fleets looking to reduce incident potential and improve profitability, Bendix ABS-6 Advanced with ESP offers the competitive edge:

Protect Profitability – Every dollar saved through incident reduction goes directly to the bottom line. For fleets operating on a 5 percent margin, reducing accident costs by \$100,000 is equal to growing top-line sales by \$2 million.

Promote Customer Satisfaction – An accident can result in a late delivery or even damage to your customer's property, which can build ill will and loss of confidence.

Enhance Driver Training – Drivers don't often realize their vehicle is tipping until it's too late. ESP functionality not only can help mitigate these events, but it can serve as a proactive training tool.

Boost Driver Retention – A commitment to safety improves driver morale and can reduce the potential of drivers leaving the profession or going to a competitor.

What is Bendix ABS-6 with ESP and how does it work?

Bendix ABS-6 Advanced with ESP is the only ABS-based truck stability system capable of recognizing and assisting with both rollover and vehicle under- and over-steer driving situations plus a variety of road conditions. The ESP system helps to mitigate loss of control by selectively applying vehicle brakes, as well as dethrottling the engine, and it does so faster than a human in most situations.

Fleets are saying

Fleet managers have attended Bendix ESP demos at closed test tracks across North America to experience the system's high performance. Here's what they had to say:

"Mixers have a high center of gravity. The system realized before there was any reaction in the chassis of the truck, and it started to brake. I've never seen anything like it."

Jason Long, Performance Truck, Cleveland, Texas

"That's pretty impressive stuff. You know, I'm in the tank truck business and I don't want to have a truck anymore without that."

Tom Oakley, Oakley Transport, Inc., Lake Wales, Fla.

"It far exceeds what I thought it would do. If it saves one accident it's cost-effective."

Rick Reese, Reese Trucking, Neenah, Wis.

"They should make it a law. It's a good system. (Bendix ABS-6 Advanced with ESP) held the truck down and brought it back down to a safe operational condition."

Robert Lotan, DaimlerChrysler Transport, Saint Clair Shores, Mich.

"It'll save lives, there's no doubt about it."

Van Wagner, Carroll Independent Fuel Co., Baltimore, Md.

Stability is stability, right?

It's a fact – not all stability systems are created equal and evaluating competitive stability offerings can be confusing. There are significant differences, and considering cost alone may not result in the best solution to meet your fleet's ROI and safety goals.

Beyond the total incident costs and frequency factors for your fleet, consider the effectiveness of the system itself. Understanding the system's ability to sense an impending event, how it responds, and the types of stability situations it is designed to address are critical.

Ask us about our user-friendly tools available to help you make an intelligent investment in stability.

*It's time for your stability system to be better.
It's time for Bendix. Find out more. Talk to your
Bendix Account Manager today, or visit
www.bendix.com/abs6.*

