



Media Alert

Together for Safer Roads Showcasing Truck of the Future for UN High-Level Meeting on Global Road Safety

WHAT: In conjunction with the United Nations General Assembly High-Level Meeting on Global Road Safety, Together for Safer Roads (TSR) is providing a hands-on look at the next-generation vehicle solution to road safety known as “Truck of the Future.”

NYC Department of Citywide Administrative Services (DCAS), a TSR partner, is currently piloting the Truck of the Future in a NYC Parks collection truck and will provide access to the vehicle to showcase how the technology dramatically improves road safety.

WHEN: Thursday, June 30 from 9:00 am to 1:00 pm.

WHERE: Manhattan at 45th and 2nd avenue

WHO: Together for Safer Roads, a global NGO with UN observer status dedicated to equity and road safety, leveraging private-sector technology, data and expertise to prevent traffic crashes, injuries and fatalities.

DCAS, a TSR partner committed to improving the safety of NYC fleets along with the overall safety of roads for all New Yorkers.

Interviews can be provided by Noah Budnick, Executive Director of TSR. Representatives from DCAS will also be on hand to discuss Vision Zero and the city’s efforts to make roads safer

WHY: In the US, trucks represent 12% of total road fatalities but are only 4% of the vehicles operating on the road. Truck fatalities are high because drivers of large vehicles have limited visibility. Road users are vulnerable to the blind zones of large trucks, an issue being addressed by Truck of the Future. Innovative technologies and retrofitted solutions deliver 360 degree visibility for improved road safety.

CONTACT: For more information and/or to attend the exhibit of the Truck of the Future contact purpose@togetherforsaferroads.org