

Sober Steering

Technology to Prevent Drunk Driving

Alcohol Detection

Can your school board afford to risk a drunk driving accident?

Protect Students

Protect your precious cargo and reduce alcohol related liability.

Mitigate Catastrophe

With our sensors in the steering wheel, you can prevent drunk driving before the bus starts. Rolling retests ensure driver sobriety while on the job.

Ensure Peace of Mind

Even your best driver can have a bad day, and put children's lives at risk. With Sober Steering's system installed, you can **know**, not just hope, that your drivers are sober and students are safe.



Detect alcohol simply by touch. No blowing required.

Invisible to parents and students:

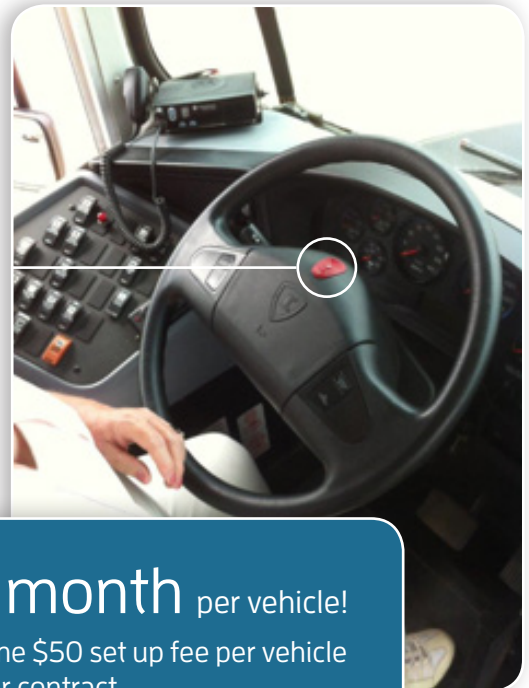
- Designed specifically for school buses
- Sensors seamlessly embedded in horn pad
- Simply touch sensors – no blowing!
- Sensors shown here in red for demo purposes only
- Red, yellow, green LED indicator on control panel

Easy retrofit installation:

- Simply replace horn pad
- Rugged commercial parts
- ½ hour installation for fleet mechanic

Real-time alert configurations:

- If no GPS unit – alcohol interlock only, or
- Plug into existing GPS unit for SMS/email alerts, or
- Need GPS? Use our partner, TDM Fleet Management



\$15 a month per vehicle!

- One-time \$50 set up fee per vehicle
- 3-5 year contract
- Full warranty for life of contract

**CONFERENCE ATTENDEES ONLY:
Special combined pricing for
TDM Fleet Management clients**

Sober Steering

Technology to Prevent Drunk Driving

Alcohol Detection

Our system is simple and straightforward:



The driver starts the bus.



Before shifting into drive, the driver places a hand on the sensor pad for about 3 seconds.

The system cannot be tricked by wearing gloves – it includes multiple human sensors to determine the presence of human skin. If a driver attempts to wear gloves during testing, the system will register a failed test.



If NO alcohol is detected, the driver shifts into drive and starts the route.

During the route, the driver will be randomly prompted to retest to ensure continued sobriety.



If alcohol IS detected upon ignition, the bus is immobilized – it will not permit the driver to shift out of neutral.

If alcohol IS detected by retests while driving, the system does NOT impact bus operations. Rather, it sends an emergency alert .



An SMS text or email alert is instantly sent to fleet dispatch and/or other managers when the system detects alcohol (either during initial testing or during retests on route).

Want to test drive Sober Steering on your fleet?
Email: info@sobersteering.com

