



## FOR IMMEDIATE RELEASE

### Contact:

Scott A. Matin  
Executive Director  
Monmouth-Ocean Hospital Service Corporation (MONOC)  
4806 Megill Road  
Neptune, NJ 07753  
732-919-3045 ext. 1168  
scott.matin@monoc.org

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## MONOC improves safety with new look for their ambulances



In an effort to enhance the safety of our staff and the general public, MONOC has begun to redesign the look of our ambulances. In reviewing our motor vehicle crash data in conjunction with national and international research on preventing ambulance collisions, we looked for ways to maximize our ambulance visibility. During our research, we have learned that the conspicuity of an object depends on its contrast with its background. Visual attributes of primary importance are color, luminance and form.

To this end our new vehicles have the following safety enhancements to increase visibility in both daytime and nighttime driving conditions:

- A new checkerboard pattern replacing the traditional stripes on the side of the ambulance. Known as Battenburg markings, they were developed in the United Kingdom by the Police Scientific Development Board. The research has shown that the sides and rear of the ambulance benefit most from highly conspicuous markings and that the human eye picks up square markings faster than other shapes.
- To attract additional attention, a highly reflective yellow-green stripe has also been added high on both sides of the ambulance.
- Chevron striping was added to the rear of the ambulances designed to move traffic around the vehicle by providing strong visual clues to other drivers.

These enhancements exceed all current local, state and federal requirements pertaining to ambulance safety.