



## Emergency Safety Solutions

[ess-help.com](http://ess-help.com)

---



Emergency Safety Solutions, Inc. (ESS) is an innovative automotive safety company that is leveraging proven technologies and breakthrough thinking to help make our roadways a safer place. Through the leadership of David Tucker, ESS Chairman and CEO, the firm has continued to make strides in having its life-saving solution adopted by major car manufactures, including the Detroit “Big Three.”

David’s inspiration for creating ESS came after a successful career in the oil & gas industry, when he embarked on an extended motorhome tour of the U.S. During that journey, David encountered several very traumatic and dangerous near-miss experiences on the roadside while inspecting his RV and tow unit. It was obvious to David that oncoming drivers were not noticing him and his pulled-over vehicles until they were right upon them – if at all – even though the hazard lights for his RV and trailer were flashing.

This experience convinced David there had to be a better way to significantly improve the visibility and safety of disabled or shouldered vehicles and their occupants. He immediately began exploring a wide variety different methods and tools to make disabled vehicles much more conspicuous. After months of research to quantify the magnitude of this safety issue and brainstorm a wide variety of solutions, ESS was born.

David quickly assembled a team of auto industry veterans with extensive experience in vehicle lighting, product planning and auto safety regulations. They were laser focused on their mission to reverse the grim statistics uncovered by ESS’ safety case research, which was conducted by Impact

Research, a leading automotive safety research firm. Impact Research's findings showed disabled vehicle crashes affect 72,000 people in the U.S. each year, one every seven minutes – including more than 15,000 people injured or killed. To make matters worse, these numbers are growing at approximately 10% annually.

As the team began developing solutions to help solve the safety case David discovered, they soon devised an “intelligent” communication system that leverages both digital alerts and greatly enhanced emergency lighting to provide much greater advance warning of disabled vehicles to oncoming drivers. ESS named this breakthrough solution the “Hazard Enhanced Location Protocol” or H.E.L.P.™ for short.

H.E.L.P. provides multiple layers of enhanced protection for disabled vehicles and their occupants. It starts with dramatically improved emergency hazard lighting that flashes at a much faster, more attention-grabbing rate to prompt oncoming drivers to slow down and move over a lane from the disabled vehicle. H.E.L.P. also provides beyond line-of-sight warnings to oncoming drivers via digital alerts on their in-vehicle navigation screens or their mobile phone GPS mapping apps such as Waze and Google/Apple Maps – so they have even more time to safely react and avoid disabled vehicles.

H.E.L.P. deploys automatically when conditions indicate a safety need, such as a collision, tire blowout or during an Automated Driving System “takeover”. Drivers can also active H.E.L.P.'s Emergency Mode manually if the vehicle is in Park or has the Parking Brake engaged.

As automaker adoption of the H.E.L.P. solution ramps up, dangerous situations along our roadways will be significantly reduced thanks to the heightened awareness oncoming drivers have of disabled and shouldered vehicles on the road ahead. Currently, H.E.L.P. has been awarded 55 patents in 45 countries with more patents pending throughout the world, and in early 2021 H.E.L.P. received regulatory approval for use in the U.S. by the National Highway Traffic Safety Administration.

ESS is currently performing multiple proof-of-concept projects with automakers and is in negotiations to deploy its revolutionary H.E.L.P. safety feature globally in passenger cars, trucks and sport utility vehicles. In addition, ESS is working on the first commercial fleet implementation of its H.E.L.P. DeliverSAFE™ solution for long-haul and last-mile commercial delivery vehicles.

The company also received a boost recently when President Biden signed the new U.S. Infrastructure Investment and Jobs Act into law in November 2021. The Act provides funding and provisions for enhancing the safety of both disabled vehicles and emergency responders on America's

roadways. Specifically, two sections of the Act focus on increasing the *visual* and *digital* conspicuity of stopped and disabled vehicles – which is exactly what ESS’ H.E.L.P. solution delivers.

Cultivating relationships has been a key to success for David and the ESS team in developing the H.E.L.P system and working with automakers toward global adoption. One of the key relationships ESS has utilized in its journey is being a member of HMSDC. Through the numerous membership events, networking luncheons and community service initiatives, David has developed many strategic contacts that have allowed him to expand ESS’ vision and focus on building many bridges that have grown the company. It is through HMSDC that connections were formed to give ESS access to several global automotive manufacturers. Through the insight of other MBEs and partners in HMSDC, ESS has received overwhelming support and has pushed the boundaries of the company to elevate its focus on innovation and provide game-changing products and services.

ESS’ efforts to build its profile as a proud MBE were also instrumental in the company recently adding National Urban League president and CEO Marc Morial, one of America’s foremost minority civic and business leaders, to its Board of Directors. Morial joined the ESS Board on Dec. 1, 2021.

When asked to summarize what HMSDC has done for ESS, David shared his thoughts about the organization. “I would strongly advise business owners to apply for MBE status if they and their business fit the criteria, because otherwise they’ll be missing out on invaluable learning and networking opportunities, as well as the inherent power of the MBE certification. It’s a strategic advantage in today’s challenging business landscape, so don’t pass it up.”

We thank David and his entire ESS team for being great representatives of the best HMSDC has to offer and we wish him continued success on his journey.