



**GATSO**

EXPERTS IN  
TRAFFIC ENFORCEMENT

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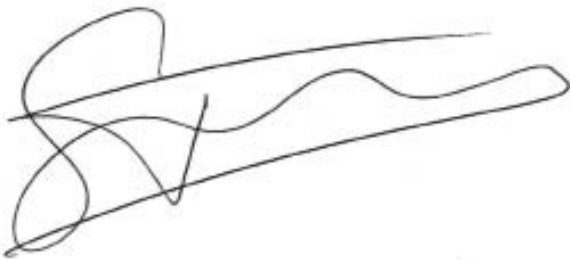


# WELCOME

Welcome to GATSO, the experts in traffic enforcement. We deliver traffic enforcement solutions around the world, from design and manufacture, to installation and operation.

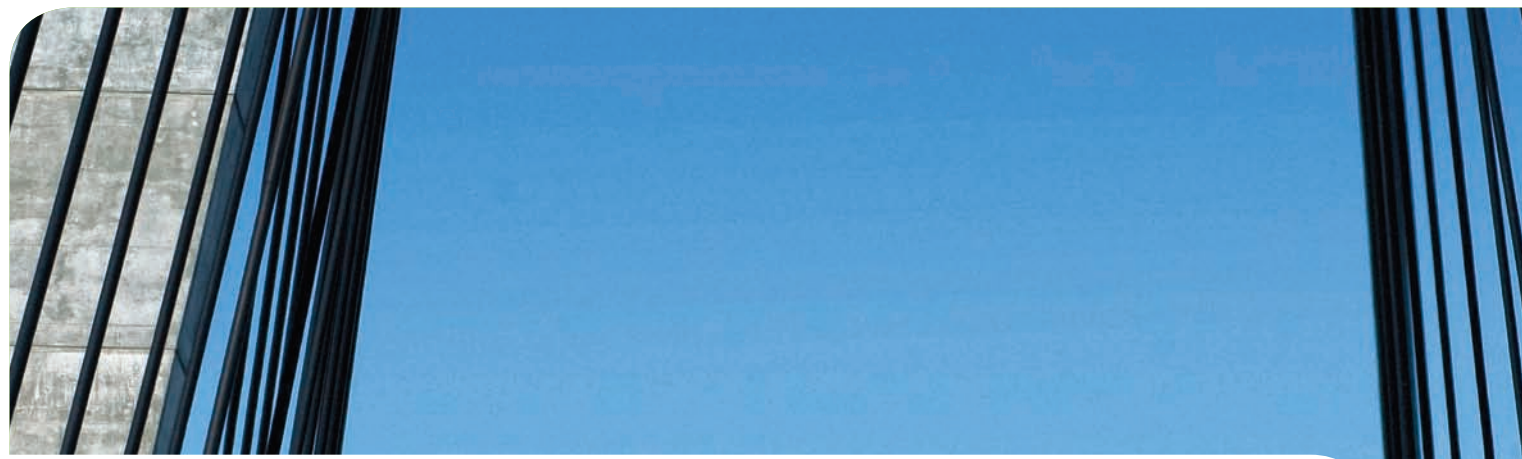
My grandfather was Maurice Gatsonides; rally driver, motorsport enthusiast and entrepreneur. He invented the first speed camera to measure speed on the race track and quickly realized he could use this technology to improve road safety. In 1958 he introduced the world's first speed measuring device and GATSO was born. More than fifty years later we're still the leaders in speed and red light enforcement. My grandfather's passion for keeping people safe on the road is very much alive in GATSO today and we've built a global team of experts and partners that share that passion.

Road safety is more than just business to us: it's in our blood.



Timo Gatsonides  
Managing Director, Gatsometer B.V.





Road traffic injuries kill almost 1.3 million people worldwide each year. It is predicted that by 2030 this figure will rise to 2.4 million<sup>1</sup>. Road traffic crashes are currently in the top three causes of death for people aged 5 – 44<sup>2</sup>.

<sup>1</sup> WHO - Global Status Report on Road safety 2009

<sup>2</sup> WHO - Global Plan for the Decade of Action for Road Safety 2011-2020





# GATSO

## Our role in road safety

A sustainable improvement in road safety requires investment in infrastructure and vehicle safety.

This must be supported by clear traffic laws, public awareness of the risks of dangerous driving and effective enforcement.

Policies and regulations aimed at making infrastructure and vehicles safer can reduce the number of road traffic victims, but a key factor in these preventable deaths and injuries is dangerous driver behavior such as speeding and running red lights.

Our enforcement solutions are tailored to meet the

demands of each situation and proven to be effective at making people drive within the law. The result is safer roads and fewer crashes.

## Society shouldn't pay

1.3 million victims is a high price to pay for mobility and GATSO is working to reduce this number every day.

Road traffic crashes have a huge social impact in terms of pain, suffering and loss. Many of these deaths and injuries are preventable. Traffic can be safer: the results achieved with our enforcement systems prove this.

Driver behavior is one of the main causes of road traffic collisions. Studies show that just a 5% reduction in speed reduces fatal crashes by 20%.



# WHAT MAKES US DIFFERENT

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## It all starts with you

As a family-owned business, there aren't any shareholders demanding a short-term return on their investment. Our long and successful track record has granted us the financial independence to set priorities that are always in the interests of our customers.

With our flat organizational structure and direct communication, we are able to ensure the quality of our solutions and support our clients through every phase of the relationship.

## Completely tailored to your needs

We're experts in technology but our passion is road safety: it's what we do. This drives us to find the best possible solution for each customer, tailoring our technologies and services to match their unique circumstances, whether that's a single camera or a fully outsourced enforcement solution.

The GATSO road safety solutions are divided into:

### GATSO STATIO

Intersection safety solutions

### GATSO MILLIA

Speed safety solutions

### GATSO VIA

Traffic management solutions

### GATSO XILIUM

Back office solutions

These solutions are available in any combination that works for you; equipment only or a fully outsourced option where GATSO manages your program with GATSO ONE.

- During our 50 years in business we've come across every sort of traffic situation. You can be sure there is no problem too difficult for us to solve.
- Our attention to detail and dedication to service set us apart.
- We set the strictest critical standards for our readings and equipment to ensure that our systems accurately detect the highest possible number of vehicles.



Joseph  
*Technician*

*" Long-term cost effectiveness for our customers is important to us. We use the highest quality components to make sure our equipment is accurate and durable. Customers are always impressed with how long our equipment stays operational in the field. "*



Michel  
Quality Control Engineer

*"When it comes to testing, we test everything. Our testing facilities match those of independent testing laboratories, nothing goes unchecked. That's why we're so confident about our products."*



Timo  
*Managing Director*

*"We're never satisfied until our client has an effective, working solution that they're happy with. That's what customer service means to us."*



Monique  
Sales Coordinator

*"It makes me proud to work for the market leader in traffic enforcement, but what really makes me feel good, is knowing that everyday we're helping to make the roads safer for people."*

## Solutions you can rely on

For traffic enforcement to be effective the complete chain of evidence has to be unbreakable, from detection to citation. If a driver is cited for a violation there can be no questions regarding the offense. We're committed to providing enforcement systems that can be trusted by all stakeholders, whether that's the driver, the police officer or the judge.

We utilize algorithms for system redundancy and perform "health" checks routinely on our systems to ensure reliability. If the system isn't functioning perfectly then it will shut itself down so that no questionable evidence can be generated.

Before a citation is issued the event images are scrutinized to verify that the registered event is actually a violation. That's why GATSO has never lost a court case due to its technology.

## GATSO ONE - Enforcement as a service

Implementing a traffic enforcement system requires an in-depth knowledge of enforcement as well as capital expenditure; both can represent a challenge

for our customers. We offer total solutions which allow customers to benefit from our expertise and technology without the upfront costs normally associated with such programs. We can finance the equipment and administer whichever parts of the enforcement process you wish, from installation to issuing tickets, giving you the ability to improve road safety while keeping costs under control.

## The trouble with traffic

The World Health Organization (WHO) considers road traffic to be a serious global health problem. Balancing mobility, access and environmental considerations is essential to sustain thriving urban centers.

Our GATSO VIA traffic management solutions allow authorities to manage traffic flows and vehicle movements in and around their cities. These solutions can be used for a number of different applications such as prohibiting polluting vehicles from entering a low emission zone, monitoring dedicated lanes, including bus lanes, or restricting access to certain areas such as pedestrian zones.



# MAKING ENFORCEMENT WORK

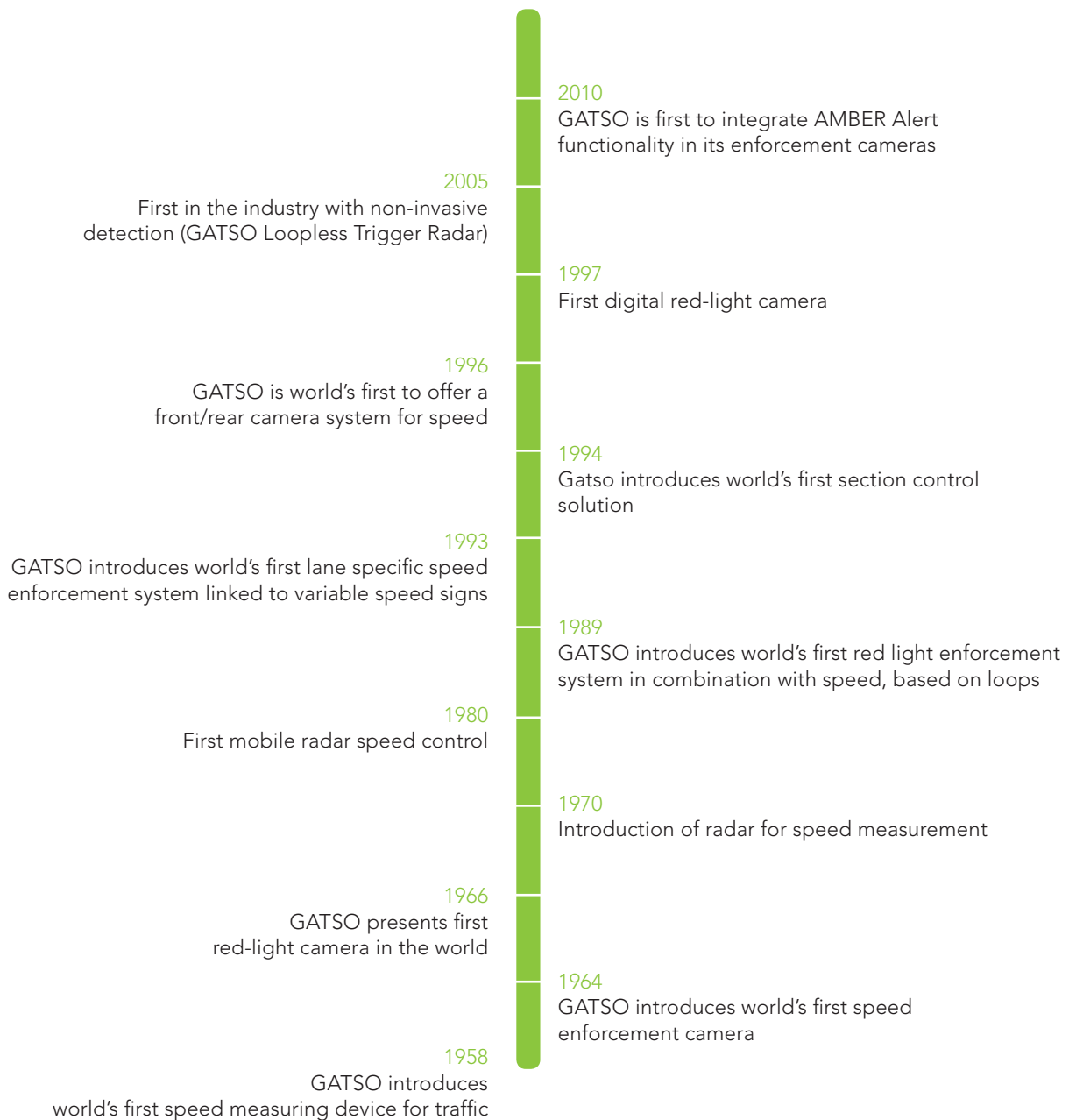
Reducing traffic crashes worldwide requires continuous collaboration with all stakeholders. For that reason, everything GATSO does has a long term focus:

- Systems are designed to last, with the lowest total cost of ownership, and the highest performance and reliability.
- Investments are on-going in the training and support of our agents, to ensure that the quality of service and support we provide is consistently high wherever we operate.
- Customers are given the training and support they need to use our systems with complete confidence.
- Together with our agents we go the extra mile when it comes to road safety - understanding the complete picture so that we can achieve the best results.



# DRIVING INNOVATION

## KEY DEVELOPMENTS



# GATSO'S STORY IN NUMBERS

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5% reduction in speed results in 20% reduction in fatal crashes<sup>1</sup>

30 years

the longest active GATSO-system

50 years  
of experience

20-50 million  
people injured on roads every year<sup>1</sup>

45,000

GATSO-systems delivered  
around the world

60 countries

worldwide with GATSO-systems in operation

\$500 billion  
economic consequences  
of crashes<sup>1</sup>

100%

evidence integrity

1.3 million  
people killed on roads every year<sup>1</sup>

<sup>1</sup> Sources: WHO - Global Plan for the Decade of Action for Road Safety 2011-2020



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