

# EMPOWERING COMPANIES TO SAVE LIVES

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INTELLIGENT SAFETY SYSTEMS FOR THE  
INDUSTRIES THAT KEEP THE WORLD MOVING.

## Because lives are at stake

Heavy vehicles move our world. They build our cities, deliver our food, and propel our economies.

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They are everywhere.

And because they are everywhere, so too are the risks — of injury, of death, of damage.

The mass and velocity of a heavy vehicle make a collision with anyone or anything unforgiving. While blind spots conceal lives.

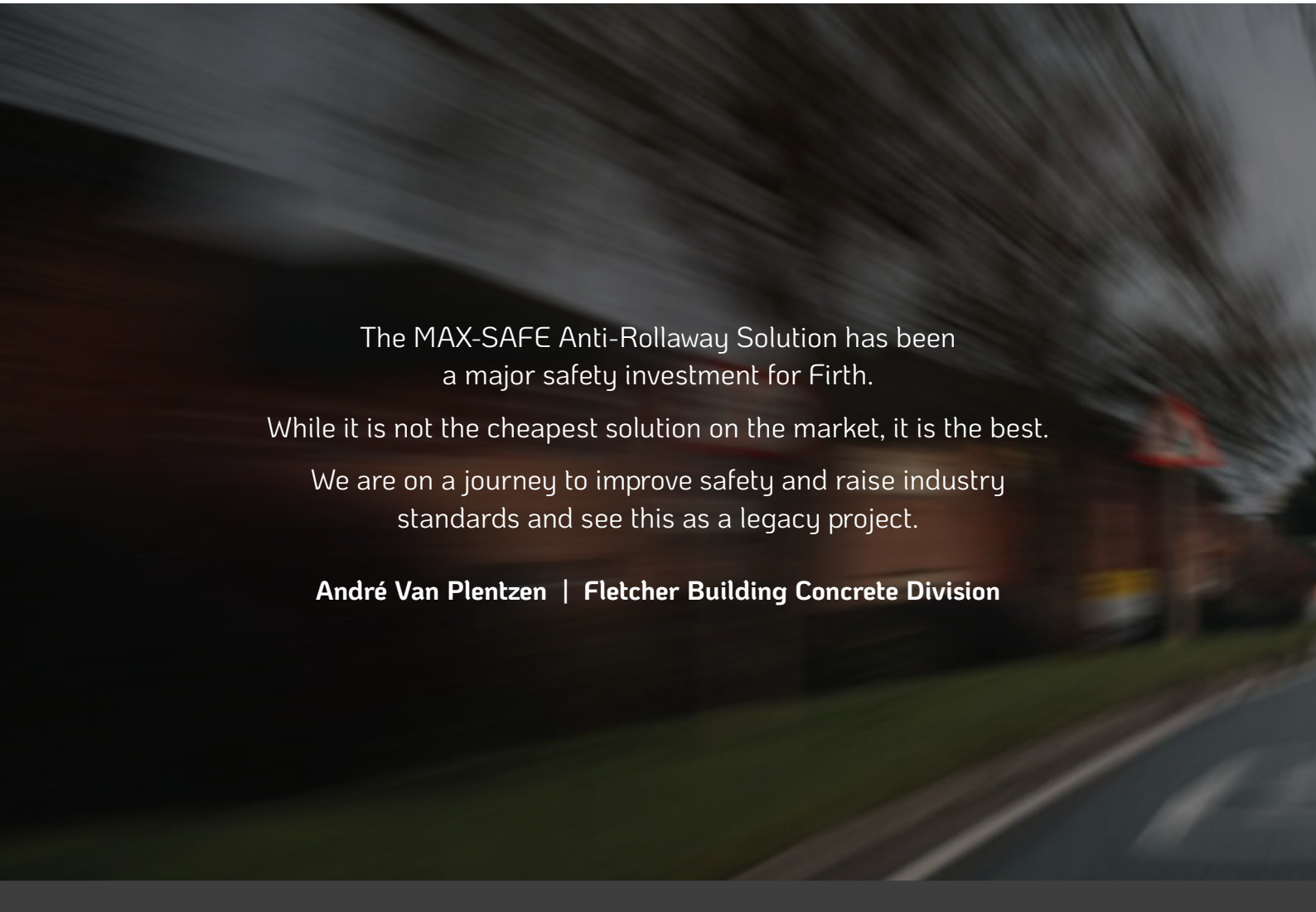
At SGESCO-MAX, we believe no one should pay that price.

For 25 years, we've built systems that turn human error into prevention, risk into resilience, and inevitability into safety.

We innovate where human sight fails, where judgment lapses, where design leaves gaps.

Our work is grounded in those who care enough to act—companies determined to protect their people and the communities around them. Their commitment, coupled with our technology, makes the improbable survivable, the possible preventable.

We do this not only because lives are at stake, but because safety cannot be left to chance.



The MAX-SAFE Anti-Rollaway Solution has been  
a major safety investment for Firth.

While it is not the cheapest solution on the market, it is the best.

We are on a journey to improve safety and raise industry  
standards and see this as a legacy project.

**André Van Plentzen | Fletcher Building Concrete Division**

## A Curious Leader, a Worthwhile Cause

**Ours is a story of curiosity — the kind that doesn't stop at how things work, but how they can work better. Safer. Beginning in 1962 with our founder, we have turned that question into breakthroughs that save lives every day.**

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Over decades, our engineers have thrived on hard problems, translating complex auto-electrical challenges into solutions that were often the first of their kind. We searched the world for technology, and when it did not exist, we built it.

In industries where the margin for error is thin, we learned a simple truth: people are human. Mistakes happen. And when you are dealing with heavy vehicles, those mistakes can be fatal.

This is why we built a culture that does not relent when it comes to safety.

Today, camera and radar, fused with artificial intelligence, are reshaping what safety can mean, making the invisible visible.

Governments, regulators, and industries are no longer content with slow incremental tweaks. They are after fundamental improvements to how we protect people in and around heavy vehicles. And companies serious about safety are responding—with training, with investment, with action.

The MAX-SAFE Safety Ecosystem is our answer. It is the culmination of decades of restless curiosity and unrelenting purpose. It is why SGESCO-MAX is now a global leader in heavy vehicle safety.



## The Reason we Exist

At SGESCO-MAX, we exist to make the world safer and more efficient by innovating the heavy vehicles and machinery that move our economies and communities. Every vehicle made safer means more lives are saved.

### Our work:

- Saves lives by reducing accidents and incidents.
- Delivers solutions that act pre-emptively, before danger becomes disaster.
- Enables our clients to protect their people, their communities, and their property.

Our unifying vision is the continued development of the **MAX-SAFE Safety Ecosystem™**—a platform designed to become the preferred safety solution for all new heavy-vehicle fleet builds.

### It will:

- Provide 360-degree oversight of every vehicle.
- Engage active braking and warning interventions to prevent accidents.
- Integrate seamlessly with safety checklists and fleet performance software, delivering an end-to-end solution for safety and fleet managers alike.

Our work is grounded in five values: **People, Passion, Safety, Innovation, and Quality.**



## The Value of MAX-SAFE

Our intelligent safety systems deliver lasting value across every fleet and every journey:

1. Protecting people, communities, vehicles and property
2. Ensuring compliance and responsibility
3. Reducing risk and liability
4. Enhancing efficiency and fleet longevity
5. Empowering modern, sustainable operations.

## Trusted Across Industries

More than 25,000 vehicles worldwide rely on MAX-SAFE safety systems.

From global waste management enterprises and mining conglomerates to construction and logistics companies and local governments, the largest and most demanding operators place their trust in our technology.

Our solutions are built for industries where the stakes are highest—where lives, livelihoods, and reputations are on the line.

They are suited to the following:



### CIVIL CONSTRUCTION

All heavy vehicles including earthmoving equipment



### LOGISTICS & FREIGHT

Freight trucks, terminal tractors, trailers and tankers



### EMERGENCY SERVICES

Ambulance, Fire, SES vehicles



### MINING

Large mining trucks, buses and specialist equipment



### TRANSPORTATION

Council, community, tourism, industry and school buses



### UTILITIES

Heavy Vehicles maintaining power grids



### WASTE MANAGEMENT

Garbage, waste and recycling vehicles



We are using a mix of artificial intelligence, automation, digital platforms and mechanical engineering to boost efficiency, safety and sustainability in industries reliant on heavy vehicles.

**Scott McPherson | SGESCO-MAX**

## Smart, Life-Saving Solutions

SGESCO-MAX delivers intelligent safety solutions in four critical domains:

1

### Anti-Rollaway

One forgotten handbrake. One distracted moment. That's all it takes for a heavy vehicle rollaway to become a tragedy and a headline, killing any driver, site worker or VRU in its path.

The **MAX-SAFE Anti-Rollaway Brake System™** ensures vehicles remain stationary when parked. It eliminates uncertainty, providing peace of mind and a vital layer of protection for every fleet. It's the number one life-saving technology for any heavy vehicle.

2

### Blind Spot Monitoring

The scale of heavy vehicles creates blind spots that no mirror can erase. For drivers, those blind zones carry constant danger.

Our **MAX-SAFE Watch** (sensor-based), **MAX-SAFE Vision** (camera-based) and **MAX-SAFE View** (AI camera-based) systems form a protective perimeter. These active solutions not only detect hazards but can intervene through automatic braking—transforming unseen threats into avoided accidents, and ensuring families are not torn apart.

3

### Occupant Safety

In bus transport, a seatbelt can mean the difference between life and death. Yet ensuring every passenger is seated and buckled in is beyond the reach of any single driver.

The **MAX-SAFE Seatbelt Warning System™** solves this challenge. It continuously monitors passenger compliance and alerts the driver only when intervention is needed—building a culture of safety without distraction.

4

### VRU Protection

Pedestrians, cyclists, scooter riders, and motorcyclists remain disproportionately at risk in collisions with heavy vehicles. In Australia, VRUs account for over a third of road fatalities, and in cities like Sydney, more than half of deaths involving heavy trucks.

MAX-SAFE solutions, like **MAX-SAFE Protect 360 AI**, provide both active and passive protection for VRUs. By combining detection, warning, and intervention, they reduce the likelihood of fatal accidents and bring us closer to safer shared roads.

The safety solutions went beyond the council's safety expectations to provide superior protection of VRUs from moving vehicles and known blind spots.

**Matthew Redman | JJ's Waste & Recycling**

## The MAX-SAFE Safety Ecosystem

### The Most Advanced Preventive Safety Solution for Heavy Vehicle Fleet Management

Fleet management has long relied on maintenance schedules, driver training, and toolbox talks. Necessary, yes—but not sufficient in stopping accidents before they happen.

#### Unlike the MAX-SAFE Safety Ecosystem™.

It delivers active, preventive interventions—proven life-saving technologies—through on-board intelligence and an integrated suite of systems designed to keep vehicles, drivers, and communities safe. In doing so, it protects not only lives, but also vehicle uptime, business continuity, and brand reputation.



### 360-Degree Safety

Our ecosystem is not a checklist; it is a living, holistic safety shield. It evolves with every advance in radar, camera, sensor, software, and integration.

It allows continuous oversight on all sides of a vehicle, detecting people and objects within its field of view. It acts—by braking within safe thresholds, by warning those in danger, and by giving drivers and vulnerable road users alike the chance to avoid tragedy.

### Built to Grow, Built to Protect

Our safety ecosystem allows organisations to scale their safety investment over time, adding solutions as needed, confident that each one will strengthen and expand their protection while automatically integrating with existing solutions.

This is not passive safety. It is active, intelligent prevention—an ecosystem designed to reduce risks, improve outcomes, and be uncompromising on safety.

## Setting the Standard: Australian Firsts

For the past 25 years, SGESCO-MAX has set the benchmark for heavy vehicle safety in Australia. More recently, international markets have adopted our solutions, recognising them as best in class. Each innovation has been driven by a single conviction: prevent accidents before they happen.

2000

We launched the **MAX-SAFE Anti-Rollaway Brake System™**—a solution that automatically brakes a vehicle if the engine is on, the park brake not applied, and the driver's seat vacated. What was once considered an unavoidable risk became preventable.

2014

We introduced **MAX-SAFE Reverse Watch®**, an active radar system that detects rear obstacles and applies the brakes faster than any driver could—stopping accidents before they unfold.

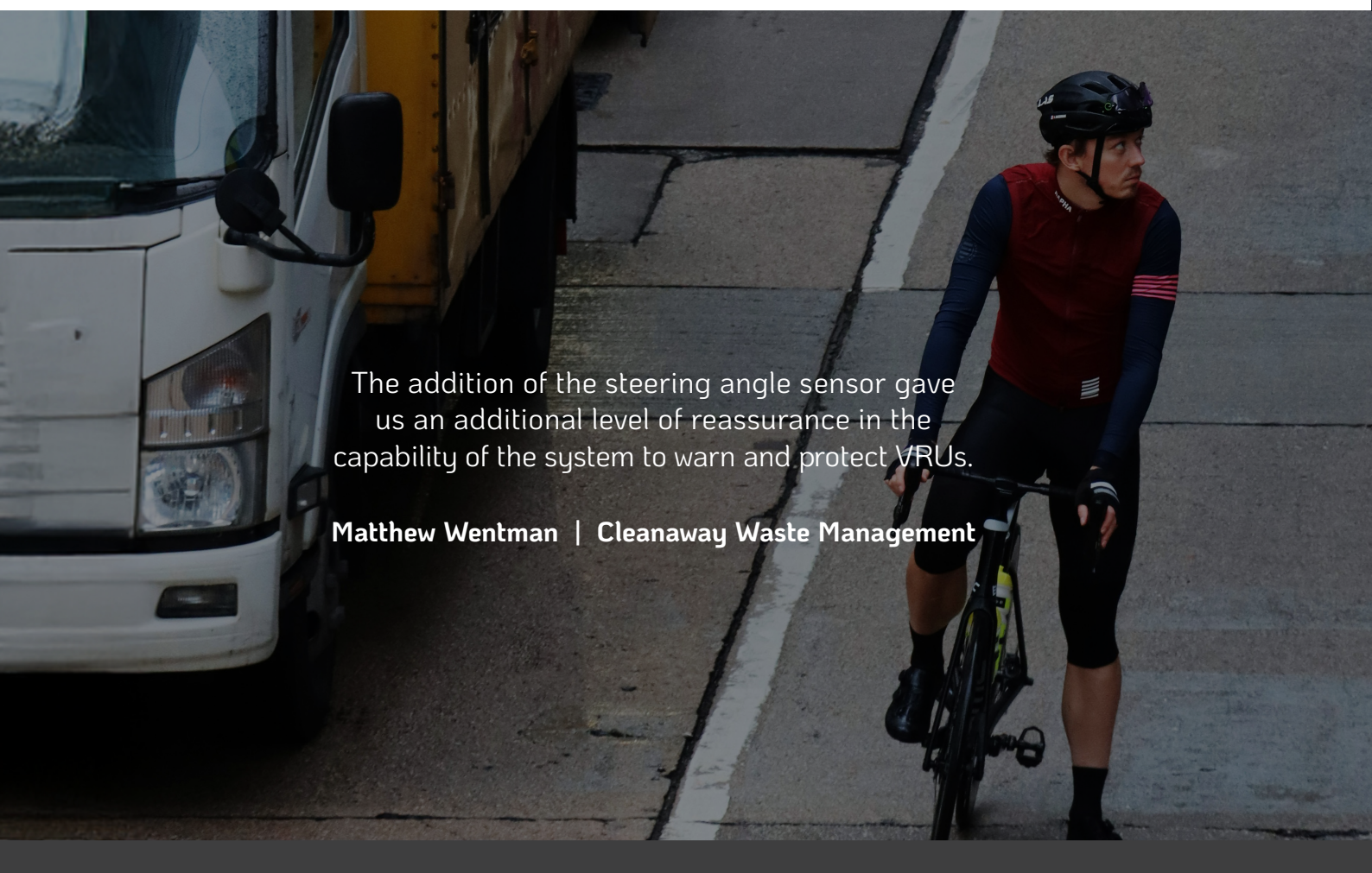
2015

We released the **MAX-SAFE Seatbelt Warning System™**, a commercial-grade occupant safety solution, vastly more reliable than wireless alternatives.

2023

We launched **MAX-SAFE 360 AI and Active Braking**, integrating AI and machine learning with autonomous braking. This system uncovers blind spots, detects vulnerable road users, halts both vehicles and moving parts, and delivers full driver behaviour and telematics integration—all from a single CPU.

Each milestone has not simply introduced a product, but redefined what safety means on our roads. And each step has brought us closer to the goal of protecting people, preventing damage and preserving vehicle up time.



The addition of the steering angle sensor gave us an additional level of reassurance in the capability of the system to warn and protect VRUs.

**Matthew Wentman | Cleanaway Waste Management**

In our experience you pay for what you get. If you want a good anti-rollaway system for all round safety, this is it.

Holistically, when you see the kits, the installation and how it works in action, no driver intervention, nothing for the driver to remember, safety of the vehicle and safety of people, it's well worth it.

You have an Isuzu lead that fits into an Isuzu plug. There's no splicing of wires or intervention on our behalf. Nothing that can compromise the system.

**Wayne Muiznieks | Connetics**

## A Network of Partners, A Global Reach

Headquartered in Brisbane, Australia, MAX-SAFE products are delivered through a trusted network of specialist dealers across the globe—dealers with years of experience fitting and servicing safety solutions to the highest standards of customer satisfaction.

We work alongside world-leading brands and fleet providers to integrate best-in-class safety technologies into light, rigid, and heavy vehicles. Whether as part of a new fleet build or a retrofit to meet evolving company standards and government regulations, our focus is on making safety seamless.

Our partnerships span three core domains:

- Vehicle & Chassis Manufacturers
- Body Builders
- Technology Providers

**We are driven by five key values:**



**PEOPLE**



**SAFETY**



**INNOVATION**



**PASSION**



**QUALITY**



With SGESCO-MAX we have confidence that the high-quality components, manufactured specifically for the MAX-SAFE Seatbelt Warning System, are highly accurate and suitable for Australia's tough conditions and the range of vehicle types in use.

**Joe Gould | Kinetic Specialised Resources**



**SGESCO✓MAX**  
HOME OF **MAX-SAFE✓**

SGESCO-MAX builds intelligent safety systems for  
the industries that keep the world moving.

Our MAX-SAFE range forms a protective shield around  
heavy vehicles—guarding drivers, workers, the public,  
and property alike.

We are not just about preventing accidents. We are  
about saving lives while delivering continuity, efficiency,  
and resilience for the companies that depend on us.



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MAX-SAFE Support Assistance



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- ◆ MAX-SAFE Reverse Watch®

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