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Roselle Park Police Chief Hopes Crash Video
Will Put Spotlight on Dangers of Red-Light Running

Scottsdale, AZ—Video of a horrific traffic collision caught by red-light safety cameras in Roselle Park, N.J., is being released on YouTube to raise awareness of the dangerous consequences of what happens when drivers fail to stop on red.

The video, which can be viewed here, features a vehicle traveling at a high speed, running a red light and T-boning another vehicle, causing it to spin out of control at Locust Street and Westfield Avenue. Caution, this footage is alarming.

“I want people to realize what can happen when someone runs a red-light,” said Chief Paul Morrison, “By showing this video, we hope people will realize running red-lights can have tragic consequences. Our camera program is reducing the number of red-light running violations, but we still need to reach more people. It’s a matter of life and death to stop on red.”

Roselle Park implemented its red-light safety camera program in May 2011. Data shows improvement in dangerous driving. Since the program’s start, red-light running violations have decreased 47% at this intersection. However, as the video shows drivers remain at risk.

An analysis of the Roselle Park program found that ninety-four percent of the vehicles issued a violation have not received a second indicating a high level of compliance with the program and a measurable change in driver behavior.

Video: http://www.youtube.com/watch?v=5k5UmguCJ4U&feature=youtu.be

About American Traffic Solutions:

ATS is proud to be the market leader in road safety camera installations in North America. ATS has more than 3,000 installed red-light and speed safety cameras serving more than 30 million people. ATS is the largest road safety camera program service provider in North America with awards or contracts with nearly 300 local jurisdictions in 21 states and Washington, D.C. To view video that serves as a chilling reminder of the dangers that red-light runners present to our family and children; visit ATS on YouTube here: http://www.youtube.com/user/ATSRoadSafety

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