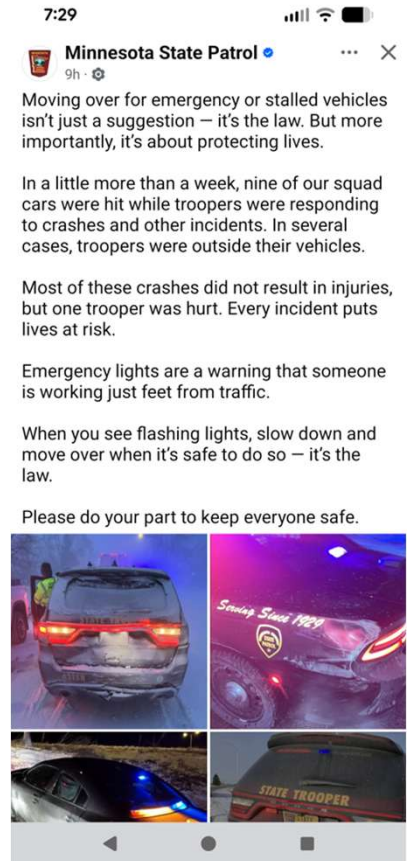




# Auto Club Group Variable Message Boards

# Purpose

## Fifteen Roadside Heroes perished in 2025 while rescuing stranded motorists.



 EXPECT *something* MORE™

# Executive Summary

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[AAA Foundation for Traffic Safety studies](#) indicate that vehicle-mounted [variable message signs \(VMS\)](#) significantly improve safety by causing drivers to reduce speed and change lanes more effectively. Research also shows that 2-4 light displays are optimal for visibility, while mental distractions from in-car technology cause drivers to miss visual signs.

## Key Findings on Visual Signs & Safety

- [Vehicle-Mounted Message Signs \(VMS\)](#): Field studies found that VMS dramatically increases driver compliance with "Slow Down, Move Over" laws compared to static signs.
- [Light Displays](#): Displays with 2-4 lights are more effective at alerting drivers than those with fewer lights. However, more than four lights can cause excessive glare.
- [Sign Placement](#): Mounting safety signs higher on vehicles (above driver eye level) improves visibility.
- [Driver Distraction](#): Cognitive distraction from voice-to-text or in-vehicle technology causes "tunnel vision," where drivers fail to see visual cues, including stop signs and pedestrians.
- [Nighttime Safety](#): Research highlights that pedestrian fatalities have risen by over 80% in 15 years, mostly at night on urban arterial roads.

[Protecting Roadside Workers: Field Evaluation of a Vehicle-Mounted Variable Message Sign and Examin...](#)

**ACG – AAA Minnesota supported 165,000 road service events in 2025.**



# ACG Utilization

The Auto Club Group's fleet in St. Paul, MN has equipped 4 trucks with the SafeAll Traffic Commander variable message board in an effort to enhance the safety of our technicians and the motoring public. This product is visible from 3,000 feet and legible from 1,000 feet, alerting motorists to the presence of our technicians and providing drivers time to react, slow down and move over. Other contracted service providers across the state have invested in this solution in limited quantities.

## Messaging Capabilities

### Message options limited to:

*Move left, move right, move left chevron, move right chevron, move left arrow, move right arrow, left chevron, right chevron, left arrow, right arrow, move left - slow down, move right - slow down, move left slow, move right slow, chevron left - slow down, chevron right - slow down, arrow left slow, arrow right slow, slow down, crash ahead, work zone, work zone ahead, work ahead.*

All messages are displayed in four- or five-letter amber text at an 18" height to comply with MUTCD standards.



Activate the light bar with the in-cab switch



Deploy the sign using the pair tablet or SafeAll Sign Dial. Easily change messages by using the Quick Links menu on the tablet or Sign Dial.



Proceed with providing your service, knowing you've created a safe zone in which to work.

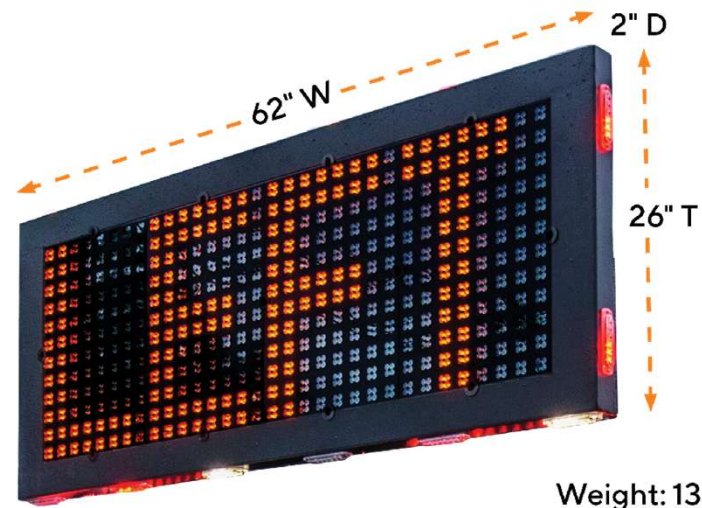


Stow the sign when the job is complete.

# Specifications

## Controller

- Wired in cab controlled with display of the message
- Or dedicated Tablet



Weight: 134 lbs.

Height (folded position from headache rack): 8"

# Pictures

