

- #1 cause of death\*: car accidents
- Most common types of accidents: rear-ended
- Brake Buddy exists to prevent rear-ended accidents and make the roads safer for all

\*Not related to disease or condition



The brake light  
of the future.





**B**rake Buddy is a large manufacturer and distributor of brake light kits for automobiles. It differentiates its products from other taillight companies because its kits use specialized technology to allow trailing cars in traffic to gauge the force on the brake from the car in front of them.

It is a large company that supplies its product to car manufacturers all over the US and also sells individual units in stores like Home Depot and ACE Hardware. Brake Buddy exists to prevent rear-ended accidents and make the roads safer for all.

The culture of the company is prioritizing the safety of the customers over profit. The company's culture is also technological and innovative with our slogan being "The brake light of the future."

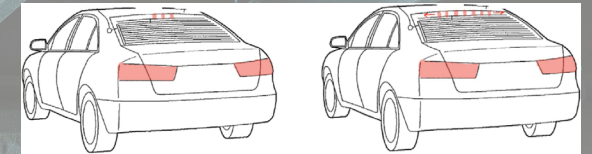
## Brake Buddy Partners



## What?

Brake Buddy is the brake light of the future. It is the first brake light system with progressive lighting. This allows drivers to gauge how hard the car in front of them is braking in order to improve reaction time and brake accordingly.

## How?



Brake Buddy utilizes progressive LED technology to expand high mount stop light the harder the driver pushes on the brake. The above graphic shows Brake Buddy with light (left) versus hard (right) braking force.

## Why?

Brake Buddy's goal is to create a revolutionary brake light system to decrease rear-ended accidents and make the roads safer.

