

Brigade Electronics IAA Transportation 2026 Press Pack

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Press Release IAA

Brigade celebrates 50 years of vehicle safety leadership at IAA Transportation 2026

Brigade Electronics will celebrate 50 years of pioneering commercial vehicle safety at IAA Transportation 2026, showcasing the expertise, innovation and forward thinking that have defined the company since introducing Europe's first reversing alarm in 1976.

Visitors to the Brigade stand will discover how five decades of innovation continue to shape the future of vehicle safety. From helping to establish industry best practice to developing technologies that stay ahead of changing legislation, Brigade remains focused on one goal: making commercial vehicles safer for everyone.

With regulations continuing to evolve across Europe and beyond, Brigade's team of experts will be on hand throughout the exhibition to help fleet operators, OEMs and bodybuilders understand what comes next. Drawing on decades of technical expertise and close collaboration with legislators and industry bodies, Brigade helps customers navigate complex requirements with confidence while preparing for future standards.

Brigade will also showcase its most comprehensive range of vehicle safety solutions, demonstrating how connected technologies work together to improve visibility, support drivers and help fleets stay ahead of changing regulations. Visitors can experience AI-powered 360° camera systems, side radar technology for blind spot detection, driver monitoring systems, digital recording devices and intelligent safety solutions designed to protect vulnerable road users while making commercial vehicle operations safer and more efficient.

Alongside its established portfolio, Brigade will also be offering an exclusive preview of a significant new development that expands the Brigade ecosystem. Full details will be revealed later this year, but visitors to IAA Transportation will be among the first to see what comes next.

Maurizio Cagno, Regional Director Germany at Brigade Electronics, said:

"IAA Transportation is the ideal place for us to celebrate 50 years of vehicle safety innovation while looking ahead to what's next. For five decades we've worked alongside manufacturers, fleet operators and legislators to help raise safety standards across the industry. That experience means we don't just understand today's regulations – we help customers prepare for tomorrow's. Visitors to our stand will see the breadth of our safety solutions today, and they'll also get an early glimpse of the next chapter in Brigade's journey."

Brigade will be exhibiting at IAA Transportation 2026 in Hanover from **15–20 September**. Visit the team in **Hall 13, Stand G40** to explore the latest vehicle safety

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technologies, discuss the changing regulatory landscape and discover how Brigade continues to shape the future of commercial vehicle safety.

Press conference on the stand 14th of September, 13.00-13.20 'The Future of Fleet Safety is Built on 50 Years of Experience'.

Press Release Haloniq

BRIGADE ELECTRONICS LAUNCHES HALONIQ VIDEO TELEMATICS ECOSYSTEM

Brigade Electronics has developed a complete video telematics safety ecosystem with the launch of a purpose-built software solution that brings together risk, compliance and fleet management into a single, secure environment. Haloniq combines the software with Brigade's extensive hardware range, global installation capability and local support structure, helping commercial fleets to improve driver behaviour, simplify day-to-day operations and make better-informed decisions.

"With 50 years of safety experience built in, Haloniq is designed to solve the most common risk, compliance and efficiency problems faced by commercial fleet operations," explains James Tyrrell, Head of Telematics at Brigade Electronics. "We have created this unified system covering live tracking, intelligent video, driver-safety insight and powerful reporting, which alongside our proven hardware, installation and support, represents a real gamechanger for both our business and the wider marketplace."

Built as a single platform, the software unifies essential fleet functions and compliance features that would traditionally have required multiple systems running side by side. Every event is seamlessly linked to the supporting video, journey and report to provide an intuitive user experience and two-click simplicity. This approach eliminates complexity while enabling the highest levels of visibility and control to drive measurable improvements in driver, vehicle and asset performance.

Brigade's portfolio of more than 2,000 products allows the company to seamlessly integrate the software with the widest range of camera, detection and safety systems, ensuring reliable data from the point of capture through to actionable insights. Camera configurations are also aligned to DVS, FORS and CLOCS requirements, while remote tachograph downloads support drivers' hours compliance.

"We ship more than two million products globally each year, so our ability to develop and deploy fleet and video telematics for any customer requirement is unmatched. Our connected offering is not constrained by hardware choice, because the software supports our comprehensive range of dashcams and multi-camera systems alongside other third-party technologies. This means we can meet precise needs regardless of the type of vehicle, application or environment," adds Simon Collinson, Group marketing director.

Press Release 50th Anniversary

Brigade Electronics Celebrates 50 Years of Innovation in Vehicle Safety

From Europe's first reversing alarm to AI-powered safety systems, Brigade marks five decades of protecting people, drivers and businesses worldwide.

Brigade Electronics is celebrating 50 years at the forefront of commercial vehicle safety.

Founded in 1976 by Chris Hanson-Abbott OBE, Brigade introduced Europe's first reversing alarm at the Commercial Vehicle Show in London. What began as a single-product business built from a family home has grown into a global vehicle safety specialist operating in more than 90 countries, with over 300 employees worldwide and annual sales exceeding £80 million.

For five decades, Brigade has focused on one purpose: saving lives.

Today, Brigade develops intelligent safety systems that help fleet operators, OEMs and drivers stay aware, stay compliant and stay in control. Its solutions span camera monitor systems, radar and ultrasonic detection, AI-powered driver assistance, recording devices and connected fleet technologies.

The company's 50th anniversary campaign, "Future50: It's Where We're Going", reflects both Brigade's heritage and its continued focus on innovation.

"When we launched Europe's first reversing alarm in 1976, vehicle safety was barely recognised as an industry. We believed simple technology could save lives — and that belief still drives Brigade today. Reaching 50 years is a proud moment for everyone connected to Brigade. Our success has always come from staying focused on safety, innovation and long-term partnerships."

Chris Hanson-Abbott OBE – Founder & Chairman (in memoriam)

Industry Firsts Over Five Decades

- Europe's first reversing alarm
- The UK's first rear-view camera monitor system for commercial vehicles
- Europe's first rear detection system
- The world's first speaking reversing alarm
- The world's first white sound reversing alarm
- Early pioneer of 360° camera systems for commercial vehicles
- AI-enabled safety systems designed to reduce false alarms and improve driver awareness

Brigade's latest developments continue to push vehicle safety forward. Radar Predict Plus, its AI-integrated radar detection system, combines radar and intelligent camera analytics to improve vulnerable road user protection while reducing unnecessary driver alerts.

"The industry has changed dramatically over the last five decades, but the need for reliable, intelligent safety systems has only grown. Brigade has always focused on creating technology that works in the real world, systems that support drivers, help operators protect people and keep fleets moving safely."

Philip Hanson-Abbott – Managing Director

Brigade's growth has been shaped by international expansion, continuous product innovation and long-term customer trust. The company now supports customers across transport, construction, waste management, mining, agriculture, emergency services and specialist vehicle sectors.

The business received the Queen's Award for Enterprise in 2019 and the King's Award for Enterprise in 2024.

**Zero lives lost through collisions with
commercial vehicles and mobile machinery.**

Press Release AI Box

Innovative retrofit vehicle safety solution launched by Brigade Electronics

Brigade Electronics has launched the AI Human Form Recognition Box, a revolutionary adapter unit which bridges the gap between traditional camera technology and AI safety systems.

It transforms existing vehicle camera systems into intelligent pedestrian detection solutions without the need to replace existing hardware.

Originally tailored to vehicles working in the construction industry, but equally effective for on-road commercial transport, the AI HFR Box is installed between a vehicle's camera and monitor and uses software to process video and identify the presence of vulnerable road users (VRUs), triggering visual and audible notifications. Having been developed for use on building sites, it guarantees reliable performance whatever the terrain or weather conditions.

The system is plug-and-play and supports both CVBS and AHD signals, maintaining compatibility across a broad range of legacy and modern fleets. It has multiple camera input to support wider field coverage, ideal for larger vehicles or high-risk zones.

AI cameras have been proved to have greatly enhanced safety benefits, but the cost of replacing entire systems across a fleet has been a major barrier to their adoption. With the AI HFR Box, fleet managers can achieve optimum safety at reduced expense, with minimal installation time.

The key benefits of the AI HFR Box include:

- Safety enhancement – AI-enabled detection of VRUs, such as pedestrians and workers, ensures fast operator response to real-time threats, especially in urban areas or busy sites.
- Reduction of environmental impact – by eliminating the need to replace monitors, cameras, or cables, the product cuts down on electronic waste.
- Cost efficiency – minimal installation time and no system reconfiguration mean vehicles can be upgraded without lengthy downtime.
- Broad market suitability – applicable across construction, waste, municipal, road haulage and other commercial sectors.

Robert Timms, Product Manager at Brigade Electronics Plc, said:

“The AI HFR Box is a unique solution which turns any commercial vehicle’s standard camera system into an intelligent human form recognition detection tool. It’s a significant step forward in vehicle safety which is affordable, sustainable and efficient.”

To find out more about Brigade’s AI HFR Box and its portfolio of vehicle safety solutions, please visit <https://brigade-electronics.com/commercial-vehicle-safety-products/>.

Company Timeline

Five Decades of Milestones

1976	Brigade Electronics is founded and launches Europe's first reversing alarm at the Commercial Vehicle Show in London.
1980	Brigade launches the first Doppler radar system in the UK.
1983	Brigade introduces the Backeye® camera monitor system.
1988	Brigade launches Backchat®: the world's first speaking reversing alarm.
1995	Brigade Electronics becomes a Public Limited Company (PLC)
2001	Brigade launches bbs-tek®, the patented white sound reversing alarm.
2004	Brigade launches mobile digital recording systems.
2001ce 2016	International expansion, starting in Germany, followed by the USA, South Africa, Italy, France, Benelux, Canada and Poland.
2013	Brigade introduces Backeye®360 — full surround-view for commercial vehicles.
2021	Brigade launches Sidescan Predict: its first AI-enabled product.
2024	Brigade receives the King's Award for Enterprise.
2026	Brigade celebrates 50 years and launches pioneering fleet management technologies.

Company Profile

About Brigade Electronics

Brigade Electronics is a global leader in commercial vehicle safety solutions.

Founded in 1976, Brigade introduced Europe's first reversing alarm and has spent the last five decades developing technologies that improve safety for drivers, fleet operators and vulnerable road users.

Today, Brigade operates across more than 90 countries and supports customers in transport, construction, mining, waste management, emergency services, agriculture and specialist vehicle sectors.

Its product range includes camera monitor systems, radar and ultrasonic detection systems, warning alarms, AI-powered driver safety technologies, recording devices and connected fleet solutions.

Brigade's mission is to develop and apply innovative safety solutions for commercial vehicles and mobile machinery, preventing collisions and saving lives.

Its long-term vision is zero lives lost through collisions with commercial vehicles and mobile machinery.

The company has received both the Queen's Award for Enterprise and the King's Award for Enterprise in recognition of its contribution to innovation and international trade.

Website: www.brigade-electronics.com

Product & Technology Overview

CAMERA MONITOR SYSTEMS

Improves visibility around vehicles and helps reduce blind spots.

DETECTION SYSTEMS

Radar and ultrasonic technologies designed to identify people and objects in danger zones.

WARNING SYSTEMS

Audible warning solutions including tonal, speaking and white sound alarms.

DRIVER SAFETY SYSTEMS

AI-powered monitoring technologies that support driver awareness.

RECORDING DEVICES

Vehicle recording systems that protect drivers and support incident management.

CONNECTED SERVICES

Integrated fleet technologies delivering tracking, analytics and reporting.

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