



INTRODUCING
SGESCO-MAX
THE HEAVY VEHICLE SAFETY SOLUTIONS SPECIALIST

SGESCO-MAX is an Australian leader in developing advanced vehicle safety solutions for industries that use light rigid vehicles, heavy vehicles and related equipment.

OUR COMPANY

Under the MAX-SAFE brand, we create active and passive vehicle safety devices and warning systems to help solve our customer's complex safety challenges.

The key benefits to our clients' organisation include enhanced safety, reduced driver risk, reduced property damage, and reduced insurance claims.

Overall, we enhance company performance and support

workplace health and safety by reducing vehicle down time and OH&S incidents, helping with zero harm targets.

Today, our solutions are used in thousands of light rigid and heavy vehicles (over 4.5 tonnes) as part of tailored factory-built solutions, or as aftermarket safety modifications. Our products are sold through an authorised dealer network across Australia and New Zealand, with product development led by our head office in Brisbane, Queensland.

SOLUTIONS TO MAJOR WORK VEHICLE SAFETY CHALLENGES

We provide solutions to address some of the most pressing challenges that fleet managers face in ensuring safety of their drivers and other people, and safe management of their vehicles.

OUR SOLUTIONS:

1. Stop a vehicle from accidentally rolling-away, or reversing into someone or something
2. Alert drivers of people or property in blind spots around a vehicle
3. Alert drivers, pedestrians and cyclists when the vehicle is turning left
4. Alert drivers if passengers in the vehicle don't have their seat belt on
5. Warn drivers / prevent them from going over a certain speed
6. Make vehicles automatically drive at a certain speed in certain areas
7. Ensure the safe operation of forklifts
8. Monitor and address driver behaviour
9. Provide complete oversight of a vehicle's safety eco-system integrated into fleet management software

We provide these features through our advanced solutions for Blind Spot Monitoring, Anti-Rollaway, Vulnerable Road User (VRU) Protection, Occupant Safety, Speed Limiting, RPM Control, Forklift Safety, Driver Behaviour and Fleet Management.

Over 10,000 heavy vehicles across Australia and New Zealand rely on SGESCO-MAX safety solutions. Long term clients include Suez, Cleanaway, JJ Richards, Remondis, Anglo American Coal, Fulton Hogan and BHP.

INDUSTRIES

SGESCO-MAX provides a range of vehicle safety products that reduce company risk and insurance claims, ensure workplace health and safety, and protect people and property. Our solutions are specifically suited to the following industries:



WASTE MANAGEMENT



BUILDING CONSTRUCTION



CIVIL CONSTRUCTION



CONCRETE



EMERGENCY SERVICES



WAREHOUSE & MANUFACTURING



TRANSPORTATION



MINING



LOGISTICS & MATERIAL HANDLING

PARTNERS

We partner with world-leading brands and fleet providers to deliver best-in class safety technologies for light rigid through to heavy vehicles. We integrate our technologies as part of a new fleet build or retrofit to update a fleet to new company safety standards or compliance with government regulations.

Our partners fall into three main areas:

- **VEHICLE & CHASSIS MANUFACTURERS:**

Including Crown, Dennis Eagle, Fuso, Hino, Isuzu Trucks, Iveco, Mercedes-Benz, Scania, Toyota Handling, and Volvo.

- **BODY BUILDERS:**

Including Bucher Municipal and Superior Pak for body and mechanical customisation.

- **TECHNOLOGY:**

Including Bosch, Brigade, Continental (VDO,) and Redarc.

OUR MANAGEMENT

SGESCO-MAX is a privately owned company based in Archerfield, Queensland. The organisation was established by Albert McPherson in 1962, as Starter, Generator Exchange Service Company (SGESCO), working in auto electrics, then marine electronics, before evolving into mechanical electronics.

In 2000, Albert acquired Max Instruments, the Queensland distributor of VDO (now Continental) instrument gauges, and re-branded to SGESCO-MAX. Since the turn of the millennium, Albert and his first son, Marc (right), have transformed the business to specialise in heavy vehicle safety and monitoring solutions. Marc is responsible for understanding the complexity of evolving vehicle safety challenges across various industries and creating affordable and robust, world-class solutions using the most advanced technologies available.

Another son, Scott, joined SGESCO-MAX in 2020 as Managing Director after a long career in IT, working in senior management for start-ups and ASX-listed tech companies. Like his father and brother, Scott is solutions-oriented and known for being a connector – bringing people, ideas, and technologies together to fast-track critical business solutions.

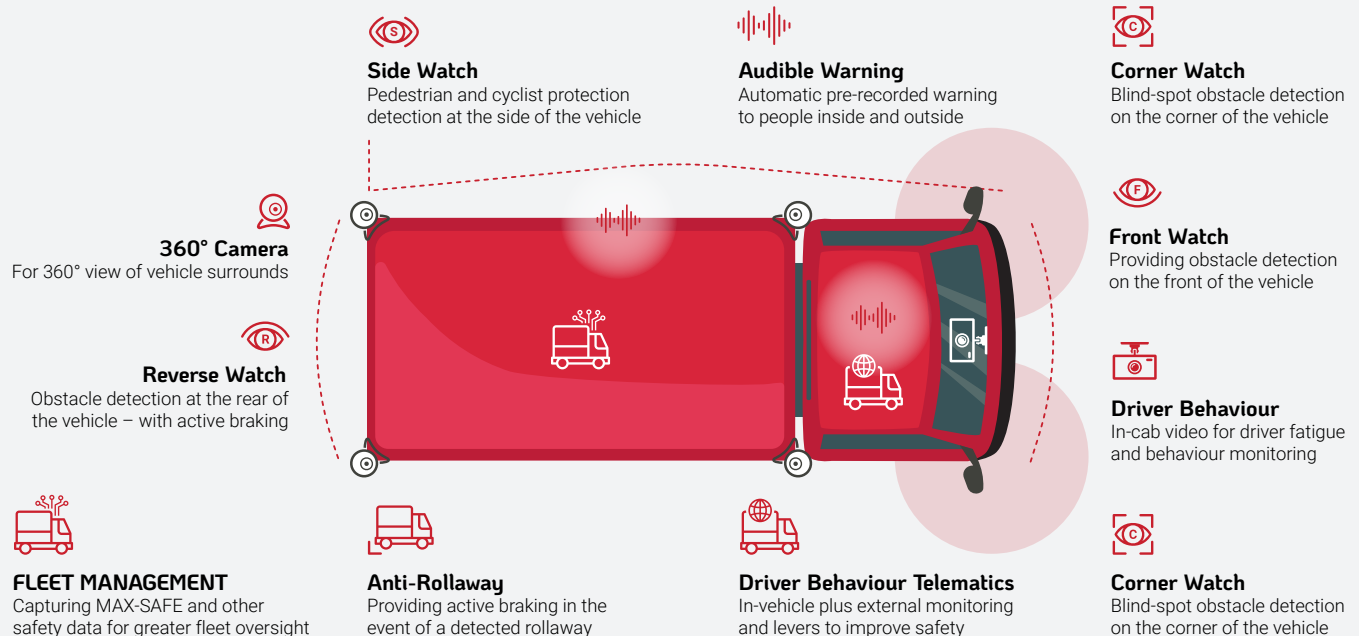


AUSTRALIAN FIRSTS

Since 2000 SGESCO-MAX has delivered a number of Australian firsts:

- In 2000, the company created a solution that automatically brakes a vehicle if the engine is on, the park brake not applied, and the driver’s seat vacated. Enter the **MAX-SAFE ANTI-ROLLAWAY BRAKE SYSTEM™**.
- In 2005, SGESCO-MAX developed an active radar solution that detects obstacles to the rear of a vehicle and automatically applies the brakes, responding before a driver can, to prevent accidents and injury. Enter the **MAX-SAFE REVERSE WATCH®**.
- In 2015, the company developed a commercial grade, reliable occupant safety system, vastly superior to wireless options. Enter the **MAX-SAFE SEATBELT WARNING SYSTEM™**.
- In 2020, SGESCO-MAX started offering one of Australia’s most advanced vulnerable road user detection and warning system using sonars, radars, and sensors to distinguish between human and non-human/stationary objects. Enter **MAX-SAFE SIDE WATCH™** & **MAX-SAFE AUDIBLE WARNING™**.

These and other MAX-SAFE solutions have paved the way for the **MAX-SAFE SAFETY ECO-SYSTEM™**.



MISSION, VISION & VALUES

At SGESCO-Max our Mission is to create a safer, more efficient world through safety innovation of light rigid and heavy vehicles, that:

- Saves people, reduces accidents and incidents.
- Creates solutions that take pre-emptive safety actions
- Enables clients to protect their staff, people in the community and property.

Our unifying Vision is to develop the MAX-SAFE SAFETY ECO-SYSTEM to be the preferred safety solution used in new heavy-vehicle fleet builds. It will:

- provide 360-degree safety oversight of a vehicle
- engage active braking and warning actions to prevent accidents
- integrate with safety checklists and fleet performance software, to provide an end-to-end solution for fleet and safety managers.

WE ARE DRIVEN BY FIVE KEY VALUES:



PEOPLE



SAFETY



INNOVATION



PASSION



QUALITY

LEADERSHIP

Aside from being a technology solutions leader, SGESCO-MAX is committed to being an active contributor to industry bodies and initiatives that support greater heavy vehicle safety. SGESCO-MAX is a member of:

- WMRR (Waste Management and Resource Recovery Association of Australia) the national peak body for this \$15bn industry.
- the NRSPP (National Road Safety Partner Program) – an Australian industry initiative that supports Australian businesses in developing a positive road safety culture. As part of this, we are working towards helping Queensland councils and the construction industry to adopt the CLOCS-A standard.
- NZ Trucking Association

MAX·SAFE ✓ | MAXIMUM SAFETY
MADE BY SGESCO·MAX

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