Drivers move over sooner, before you arrive

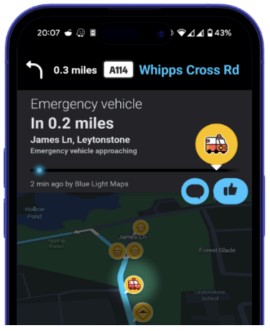
Blue Light Alert® broadcasts an approaching-vehicle warning into Waze along your route, so traffic reacts earlier, slows more smoothly, and clears the path predictably, not all at once at the last second.

Independent research · University of Illinois (2026) · University of Minnesota (2013)

The danger isn't just that drivers don't slow down, it's that they don't slow in time, or all at once, unpredictably. Researchers call this *speed variability*, one of the most dangerous features of a live incident scene.

A digital alert reaches drivers **before they can see a flashing light**, giving them room to react calmly and move over.

And we know the route. Unlike hardware beacons or location-only services, Blue Light Alert® runs on the crew's live navigation, so the right drivers are warned on the roads actually ahead, not just whoever happens to be nearby.



THE EVIDENCE

A 2026 University of Illinois field study filmed thousands of vehicles approaching live roadside scenes from the air; a University of Minnesota study tested 85 drivers at junctions in a simulator. Both compared driver behaviour with and without an in-vehicle digital alert.

Reaction distance

4×

further out vs. lights alone[1]

Speed variability

–43%

with digital alerts active[1]

Collision risk

–70%

lower odds of an EV collision[2]

THE COST OF DOING NOTHING

£4.5m

per year, blue-light collisions at Thames Valley Police[3]

200+

blue-light collisions a year[3]

£22.5k

avg cost each (£3.5k payout + £19k fleet)[3]

1 · University of Illinois & Illinois Center for Transportation, FHWA-ICT-26-003 (Feb 2026), doi.org/10.36501/0197-9191/26-003. 2 · Drucker, C.J. (2013), *An Epidemiological Approach to Emergency Vehicle Advanced Warning System Development*, PhD dissertation, University of Minnesota (OR 0.30, simulator phase, n=85). 3 · FOI request to Thames Valley Police.