

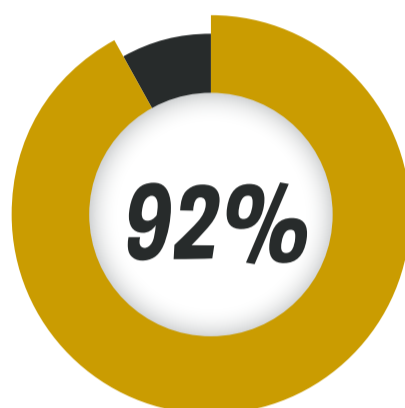


GIBRALTAR CABLE BARRIER SYSTEM

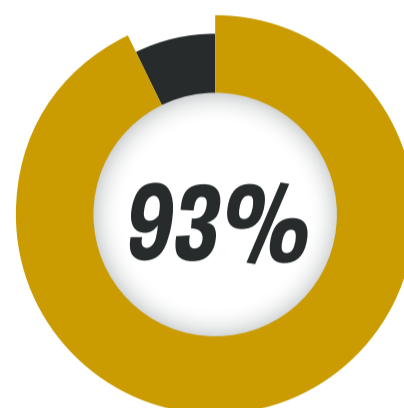
POSITIONING STATEMENT

As the market leader in North America, the Gibraltar Cable Barrier System is the best-designed, easiest-to-install system making it safer and a better value for highway contractors and maintenance crews.

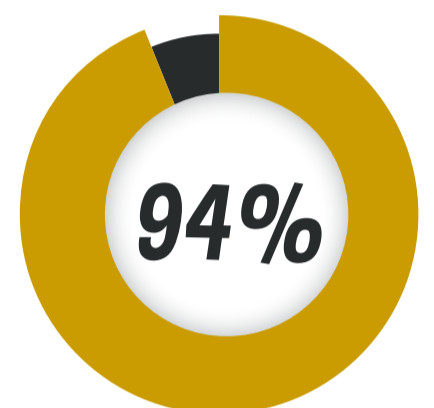
STUDIES HAVE SHOWN CABLE MEDIAN BARRIERS TO:



Reduce cross-median fatalities



Reduce head-on fatal crashes



Reduce multiple vehicle opposite direction crashes

CABLE BARRIERS ARE MORE FAVORABLE BECAUSE:

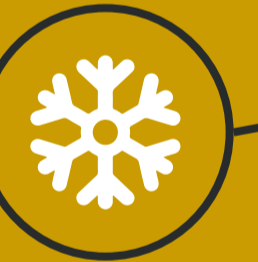
Up to 95% of vehicles are contained, instead of being redirected back into traffic (per FHWA)



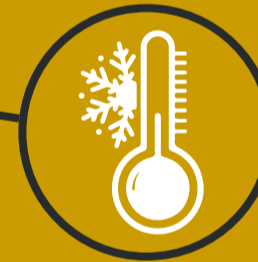
Lower installation and maintenance costs.



Prevents snow accumulation.



Environmentally non-intrusive and aesthetically pleasing.



BENEFITS OF HIGH TENSION CABLE BARRIER INCLUDE:



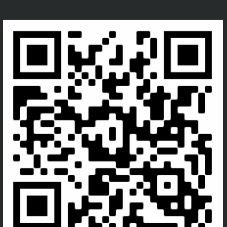
Cost of Cable Barrier = \$12-\$15 per ft.
vs.
Cost of Median Guardrail = \$28-\$33 per ft.



May be installed on slopes that are too steep for other barrier types



Extensive re-grading and drainage structures are usually not required.



Research references available

Low Installation Cost + Minor Re-Grading + No Drainage Structures =
HUGE SAVINGS

www.gibraltarglobal.com