



FOR IMMEDIATE RELEASE
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GLENDALE POLICE DEPARTMENT HAS NEW SAFER DESIGN FOR MARKED POLICE VEHICLES

GLENDALE, Ariz. – The Glendale Police Department has created a new design, with an emphasis on safety, for their marked police vehicles. This design features an updated look that incorporates the department’s mission to “protect and serve” as well as the department’s values: Integrity, Courage, Excellence, Dedication, Respect and Compassion. The words “Glendale Police” are prominently displayed on each side of the vehicle. The new markings are unique to Glendale, but are consistent in safety and design with vehicle markings used by many other law enforcement agencies around the country.

The design incorporates retro-reflective features that, according to a number of national studies, will enhance officer safety by making the vehicle more visible in low light conditions. The new markings will have at least four times more reflective material than the current markings. The design was created by the department’s Fleet Committee, and shared with the men and women who drive the vehicles on a daily basis. The overwhelming majority of officers support the change and the enhanced safety features. The new design will ensure that citizens and visitors alike will readily recognize a marked Glendale Police vehicle when they see it. Finally, the new design is more cost effective than the current design.

The Glendale Police Department currently has 171 marked police vehicles. The cost of the current markings and the labor necessary to apply them is approximately \$644 per vehicle. The cost of the new markings, plus installation, is \$520 per vehicle, creating a savings of \$124 per car, or a savings of \$21,204 to mark the entire fleet. The savings is created by the use of a vehicle marking kit that can be installed in approximately half the time it takes to install the current markings.

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Police Dept.
is a nationally
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**City of Glendale
Public Safety
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Glendale, AZ 85301
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The department does not plan to put the new markings on the entire fleet at once. As new cars are purchased to replace older cars that are being removed from service, the new markings will be applied to these replacement vehicles. Using this approach, it will take approximately three-to-four years to complete the marking change, but will save the department the expense of the labor required to strip the old markings off the entire fleet.

Members of the community should start seeing the new design on new Glendale Police vehicles in mid-October 2011. Attached are photos of one of our police vehicle with the new design applied. ###