

# Electronic A DEER ALERT!



**Avoid hitting deer and other animals!**

### The Roads Are Crowded . . .

- Reported car-deer collisions account for half a million to one million accidents per year. An estimated 15,000 people are injured and over a hundred are killed in vehicle collisions with animals each year.
- Every year, deer-vehicle collisions account for over \$125 million in medical and hospital costs, and over \$900 million in vehicle repair costs. The average cost to repair a vehicle from a deer collision is between \$1,500 and \$2,000.
- The deer population has doubled to 25 million in the last 10 years, and collisions are on the rise.
- According to a survey conducted by Cornell University, six deer accidents are unreported for every one reported, which means there could be 3,000,000 to 6,000,000 accidents per year.

### Deer Alert Tells Them You're Coming.

- Deer Alert's unique "transonic pulse" emits both audible and ultrasonic sound to alert a wide range of animals. The sonic tones alert all animals and the ultrasonic tones alert smaller animals such as pets.
- Deer Alert helps prevent injuries and costly damage from vehicle collisions with animals.
- Deer Alert works from up to 2,000 feet away.
- Unlike wind-activated devices, Deer Alert helps prevent vehicle collisions with animals at any speed. You can turn Deer Alert ON or OFF at any time by switching the ignition on and off twice or flashing the headlights twice (model # 27509) or by using the included dashmount switch (model # 27510).
- Deer Alert will not clog with dirt, debris, or grime which make many other animal-warning devices inoperable. Deer Alert is completely waterproof.

### Model Numbers



Model # 27509



Deluxe model # 27510 includes a dashmount switch with on/off indicator

27509 - Deer Alert in bilingual (English/French) clamshell package

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### Range Comparison



### Operating Speed Comparison



	Item #27509	Item #27510
UPC:	8 99419 00007 3	8 99419 00008 0
Unit Dimensions:	6.75" x 5.5" x 3.25"	6.75" x 5.5" x 3.25"
Unit Volume:	0.07 cubic ft	0.07 cubic ft
Unit Weight:	0.44 lbs.	0.49 lbs.
Inner Carton Quantity:	3	3
Master Carton Quantity:	60	60
Master Carton Dimensions:	29.4" x 21.3" x 14"	29.4" x 21.3" x 14"
Master Carton Weight:	33.5 lbs.	36.5 lbs.
SCC-14 Code:	2 08 99419 00007 7	2 08 99419 00008 4



**Deer Alert is an Innovations 2003 Award winner for design and engineering excellence!**



# MAXSA™

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### Product Specifications:

12V  
Sonic: 3.5 - 5.5 kHz  
107 dB\*  
Ultrasonic: 17 - 22 kHz  
89 dB\*  
\*By EIA/CEA 827 standard  
90 Day Limited Warranty  
MADE IN CHINA