

- Press release -

## ***No more getting angry at speed bumps!***

The Spanish company *Badennova* will present ***the world's first "liquid" speed bump*** at this year's Intertraffic fair in Amsterdam

Nobody seems to like them; every driver appears to be furious with them: *Speed bumps* are without a doubt one of the most annoying features in road safety.

The Spanish company *Badennova* intends to change this fact by introducing an **intelligent speed bump, *BIV***.

So what is *intelligent* about it?

The soft speed bump can hardly be noticed by those drivers respecting the permitted speed. For those vehicles exceeding a certain speed limit, however, the "liquid" bump hardens and therefore becomes an obstacle. The secret of this behaviour can be found inside of the product: The speed bump is filled with a chemical fluid that hardens whenever pressure is applied at high velocities.

Local heroes

The company *Badennova* from Málaga, Spain emerged thanks to the innovation of the intelligent speed bump (*BIV*). When the company presented its inventive product at *Trafic Fair Madrid* in October 2009, the ***BIV*** instantly drew a lot of media attention. In addition to that, the intelligent speed bump has just been awarded "Best Technological Innovation" by the Spanish national road safety foundation ("*Fesvial*").

Going international

...and it is getting even better: the world's first "liquid" speed bump has just been selected to be one of the 17 nominees for the "Innovation Award" at Intertraffic 2010 in Amsterdam (Netherlands). Together with two more companies, *Badennova* is now hoping to receive the prestigious award in the category "road safety".

For more information about *Badennova* and the intelligent speed bump:

www.badennova.com  
info@badennova.com

Contact:  
Marie-Kristin Jahn  
marie@badennova.com