



Courtesy Cruise Light Invention In Search of Licensee

An innovative new product designed to make navigating roadways a globally safer proposition, the *Courtesy Cruise Light*, has been developed by Kenneth Van Neste of Hampstead, North Carolina. The invention's unique patented design provides a symphonic method for alerting every motorist, instantaneously, of each cruise control adjustment made, by all surrounding cruise control led vehicles.

As described by the inventor, the *Courtesy Cruise Light* will be located adjacent to a vehicle's third brake light and will utilize 4 different light intervals to shine the current or fluctuating cruise operation it is in to other motorists. A solid light will indicate that cruise control is on and that the vehicle is traveling at a set speed; a blinking light will represent that the cruise is accelerating, either by pedal or by button; a momentarily extinguished light will represent the fact that the vehicle's cruise is descending slowly in speed; and a completely extinguished light is an indicator that the vehicle's cruise control is completely off.

The *Courtesy Cruise Light* will be relatively simple to install in virtually any car or truck and will help prevent motorists from misjudging the speeds and intentions of all cruise control led drivers around them. It will also allow all drivers to maximize the advantages of cruise control with the total peace of mind they are understood; everyone understands as everyone is understood. Finally, and perhaps most importantly, the product will allow countless vehicles to travel simultaneously in peace. Moving symphonically at all cruising speeds will improve fuel efficiency and safety for everyone on the roadways.

Mr. Van Neste has already done extensive work with the development of the concept, including having discussed the pertinent aspects of it with the U.S. Department of Transportation, NHTSA, and multiple associated universities. The product is also the subject of **U.S. Utility Patent 8,009,030**, which was issued on August 30, 2011, and a Continuation In Part application that intends to detail and protect enhanced functionality of the product.

The inventor of the *Courtesy Cruise Light* now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive safety products industry are currently being targeted as candidates to eventually commercialize the *Courtesy Cruise Light* on a worldwide basis.

In August 2011, Mr. Van Neste contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Courtesy Cruise Light* to potential licensees for a 4 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through participation in multiple and diverse industry-leading trade shows each year, including the SHOT Show, the International Home and Housewares Show, the World of Concrete Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the *Courtesy Cruise Light* and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.

