

NovoaGlobal Announces Chattanooga, Tennessee Reduced Speed Limits on Speed-Monitored Hixson Pike S Curve

NovoaGlobal Provides Fixed Automated Speed Enforcement at this Location

ORLANDO, FLORIDA, USA, July 28, 2021 /EINPresswire.com/ -- [NovoaGlobal, Inc.](https://www.novoglobal.com/)

a leading provider of advanced traffic safety enforcement technology, announces [speed](#) limits are now

reduced in [Chattanooga](#), Tennessee including on the portion of Hixson Pike that includes the S curve. NovoaGlobal's fixed speed enforcement camera is deployed at this location.



NovoaGlobal Creating Safer Communities Logo

“

Reducing speed limits increases the safety of everyone... We're proud to serve Chattanooga, a city on the forefront in technology and recently recognized as a leader in Smart City solutions”

Carlos Lofstedt, President and CEO of NovoaGlobal

The Hixson Pike S curve is historically a very dangerous portion of the road. From 2000 to 2006, six people lost their lives at the S curves on the stretch of road between 2600 – 3400 Hixson Pike. In the following years, after the first camera's installation in 2007, there have been no traffic deaths reported at this location. On other sections of Hixson Pike, 12 people have lost their lives between 2013 and July 26, 2021.

The sign speed limit was lowered to 35 mph from 40 mph back in March this year. Drivers have been given a grace period to change driving habits and the road signage updated, notifying drivers of the new 35 mph speed limit.

Starting August 1st, automated enforcement speed will be adjusted according to the new sign speed.

Chattanooga's decision may have been influenced by local factors such as an increase in speeding, environmental factors, proximity to residential area, resident and business owner input but anti-speeding and speed reduction programs are gaining national attention. National organizations such as the Governors Highway Safety Association, the Insurance Institute for Highway Safety and the National Road Safety Foundation are working to institute an anti-

speeding pilot program which represents a multi-state, multi-organization effort.

"In 2020, the increase in speeding and traffic deaths across the country was shocking. Reducing speed limits increases the safety of everyone, including motorcyclists, and pedestrians and that is our goal – safety, first and foremost. We're proud to serve Chattanooga, a City on the forefront in technology and recently recognized as a leader in Smart City solutions," said Carlos Lofstedt, President and CEO of NovoaGlobal.

NovoaGlobal's cutting edge technology was chosen by Chattanooga in 2012 to provide full turnkey red light, mobile speed and fixed speed.

While enforcement is a very effective way to get drivers to comply with any law, it is impossible for police to be everywhere. Photo enforcement educates road users, enforces traffic laws, thus creating a safer community for Chattanooga's families and visitors.

About NovoaGlobal, Inc.

NovoaGlobal is a leading developer and manufacturer of advanced traffic management, photo enforcement and intelligence solutions designed to improve traffic safety, reduce road injuries and fatalities and help law enforcement reduce/solve crime in their communities.

Matina Vourvopoulos

NovoaGlobal, Inc.

+1 407-789-3607 ext. 3

[email us here](#)

Visit us on social media:

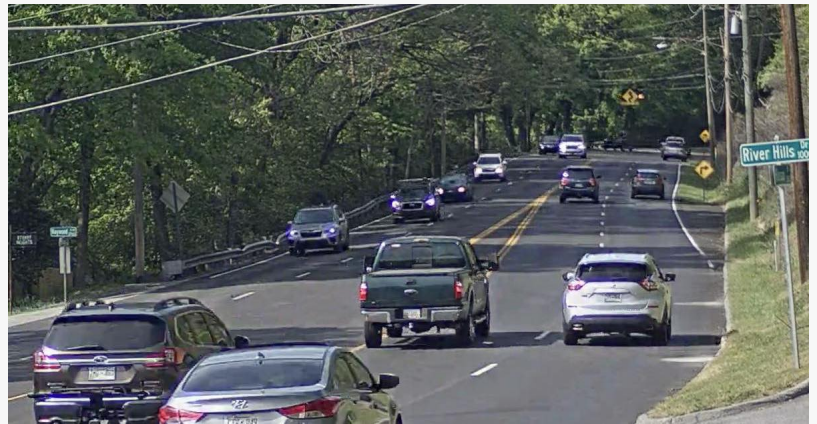
[Facebook](#)

[Twitter](#)

[LinkedIn](#)



City of Chattanooga, Tennessee Seal



NovoaGlobal provides speed enforcement to Chattanooga Hixson Pike S Curve

This press release can be viewed online at: <https://www.einpresswire.com/article/547264121>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.