

FOR IMMEDIATE RELEASE

SABRE® Launches First Automotive Safety Tool of its Kind

Chicago, IL. — December 20, 2018 — Adding to its growing collection of personal safety devices, [SABRE](#) is launching the Safe Escape Auto Tool in January 2019. The 3-in-1 device includes maximum strength pepper gel, a seat belt cutter and a car window glass breaker all in one convenient and practical tool. This latest safety device builds on SABRE's commitment to keep all people safe, and highlights the importance of automotive safety. The Safe Escape will be available online and in retail beginning February 1, 2019.

Safe Escape is easy to use and effective in the event of an emergency. The tool can be used with one hand and safely allows users to escape danger when its needed most. The maximum strength pepper gel within the Safe Escape sprays up to 12 feet, 20 percent farther than traditional pepper spray with virtually no blowback—ensuring the gel hits the target and only affects what it directly contacts. The belt cutter safely cuts malfunctioning seat belts in seconds. The window glass breaker's durable stainless steel tip safely punctures glass for a speedy escape.

“Adding an automotive safety tool to our line-up of top-of-the-line personal safety devices was a natural progression for our company,” said SABRE CEO David Nance. “We’re excited to provide our customers with another quality safety device that fits right into their everyday lives. Our products literally go from their homes to their vehicles and everywhere in between. Our goal is to ensure our customers and their families feel safe, no matter where they are or what they’re doing.”

According to [AAA](#), 64 percent of families took road trips last year, with even more expected in 2019. As more and more families prepare for road trips this spring, SABRE's new Safe Escape Auto Tool will provide peace-of-mind to families on the road. It also serves as a perfect gift for new drivers to help ensure they're safe as they hit the road for the first time.

SABRE products are the #1 brand trusted and used by law enforcement agencies across six continents and 40 countries, including the New York and Chicago Police Departments as well as numerous state and federal organizations.

For more information on the Safe Escape Auto Tool and SABRE's full line of safety devices, visit www.sabrered.com or call 800-325-9568.

ABOUT SABRE®

SABRE, the leading brand in personal safety and most trusted pepper spray by police and consumers worldwide, is family owned and operated with over four decades of experience. The company's law enforcement grade pepper sprays provide consumers with the same superior quality chosen exclusively by the New York Police Department, Los Angeles County Sheriff's Department, and law enforcement agencies worldwide. Stay informed by following SABRE on Facebook at [@SABREredpepperspray](#), on Twitter [@SABRERed](#), on Instagram [@SABRESafety](#) or by visiting www.SABREred.com.

###

Media Contact:

Carie Breunig, (414) 412-9155, carieb@gunpowderinc.com
Marisa Weich, (262) 527-1155, marisaw@gunpowderinc.com