

Let road safety begin with YOU and enjoy the holiday break!



The 'Easter' holidays are just around the corner, a time for everyone to take a break from work and school. During this time, people celebrate at different holiday destinations in and around South Africa.

It is for this reason that we not only see increased road usage over this time but, our roads are known to see an increase in car crashes – most, even fatal. In fact, last Easter's preliminary results indicated that a total of 287 people lost their lives on the roads during this time – as a result of the 208 crashes that happened - which was much higher than the previous year.

It is for this reason that we again focus our efforts around educating road users around road safety, to bring awareness of safe road usage and responsible driving top of mind for consumers.

In light of this, IMPERIAL Road Safety is giving all road users a few tips to safe driving habits and encouraging everyone to take a zero tolerance stance towards bad driving habits on our roads. Make it start with you!

Here are a few I-Pledge tips to keep you safe on the roads this Easter:

- Ensure you take your vehicle for a complete check-up at least two weeks before you depart for vacation to ensure all critical elements such as brakes, engine, tyres etc. are in full working order
- Wear your safety belt at all times and ensure to strap your children in. Make sure they are strapped into a proper, height relevant, car seat and not just into the seatbelts on the back seat.
- Do not speed and remember to keep a safe following distance – you should keep a distance of 3 car's length between you and the car in front of you.
- Never overtake on a blind rise or on a corner
- Make sure that you are always visible by driving with your headlights on, even during the day
- Adjust your driving to suit weather, road surface or traffic flow conditions
- Always drive a good 20km per hour slower at night
- Stay alert by getting a good night's rest before a long journey and take a break every two hours or 200 kilometres
- Never drink and drive!

If you want to join nearly 600 000 South African's in committing to road safety you can make your pledge by taking the IMPERIAL Road Safety pledge at www.ipledge.co.za

IT'S TIME WE GET
**SERIOUS ABOUT
ROAD SAFETY.**

ROAD SAFETY

AN IMPERIAL PROGRAMME

AS THE LEADER IN MOBILITY,
ROAD SAFETY IS A PRIORITY.

IMPERIAL's Road Safety programme now brings you
three important initiatives.

Safer roads start with you
visit IMPERIAL.co.za



CAR SEATS FOR KIDS



AN IMPERIAL ROAD SAFETY INITIATIVE

We encourage parents to buckle up their most precious cargo. Their children's lives are better off when you wear the proper car seat.

HOW CAN YOU HELP?

Correct installation is your job. Knowledge other parents is better up the hill.



SAFE SCHOLARS



AN IMPERIAL ROAD SAFETY INITIATIVE

We provide the right equipment and training for children to be safe when walking to school.

HOW CAN YOU HELP?

Don't drink and drive, check and encourage your children to be careful when walking to school.



HIGHWAY SUPPORT VEHICLES



AN IMPERIAL ROAD SAFETY INITIATIVE

Our vehicles patrol the busiest roads over the holidays to help reduce the number of road accidents and save lives.

HOW CAN YOU HELP?

Get behind the wheel of an Imperial support vehicle and the expertise needed over the holiday period.



Arrive Alive

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2 2