



THE EASTER HOLIDAYS MEANS BUSIER ROADS

IMPERIAL ROAD SAFETY URGES ALL ROAD USERS TO BE SAFE OUT THERE!

With the Easter holidays a few weeks away, many will be heading to the coast to enjoy the last bits of the warm weather, while taking a break to spend quality time with family and friends.

With Easter being one of the busiest times on our roads, we would like to urge you to be extra vigilant and become IMPERIAL Road Safety brand ambassadors by not only spreading the message of safer, friendlier roads, but also by making sure to drive responsibly and respect other road users. Of course, as roads get busier IMPERIAL Road Safety will also ensure to do their bit to contribute to safer roads through visible policing and the addition of safety and emergency vehicles on busy routes.

As such, IMPERIAL Road Safety has once again partnered with the N3 Toll Concession and the N1N4 Bakwena this Easter, where in December this support saw a decrease of 66.7% along the N3 Toll Route between Cedara near Hilton in KwaZulu-Natal and Heidelberg in Gauteng. The number of injury crashes were also reduced by 6.8% when compared to the 2014 Festive Season period.

So while travelling this holiday season, look out for the IMPERIAL branded patrol cars along these routes between Johannesburg and Durban (N3TC) and Tshwane northwards to Bela-Bela, Rustenburg, Zeerust and to the Botswana border (N1N4). These vehicles will be increasing route surveillance, as well as providing support and post-crash care for any incidents on this route - a regular and welcomed feature to the current patrol vehicles that monitor these roads.

 **BUCKLE UP**
ALWAYS WEAR A SEAT BELT
– EVEN IN THE BACK SEAT

 **EYES UP**
DON'T TEXT AND DRIVE

 **PERK UP**
DON'T DRIVE TIRED,
TAKE BREAKS EVERY
2 HOURS OR 200KM

 **SLOW DOWN**
SPEEDING REDUCES
REACTION TIME
AND BRAKING DISTANCE

 **CALM DOWN**
DON'T GIVE IN TO
ROAD RAGE

 **DRIVE SOBER**
ALCOHOL EFFECTS REFLEX
TIME. DON'T DRINK AND DRIVE

 **STAY BRIGHT**
DRIVE WITH YOUR
HEADLIGHTS ON TO
INCREASE VISIBILITY

UNTIL NEXT TIME
– BE SAFE!

Niki Cronje,
Group Marketing at
IMPERIAL Road Safety



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