

## Support available for drivers

**In order to increase and boost route surveillance and patrol support during the festive season, Imperial handed over 13 patrol vehicles to the N3 Toll Concession (N3TC) and two vehicles to the N1/N4 Bakwena route.**



The handover took place at Jeppe Quondam in Bedfordview recently and allows for additional route patrollers over the festive season. .

The N3TC, together with volunteer counsellors in Ladysmith, Angels in Motion and Community Medical Services (volunteer paramedics), will be supporting victims of crashes as part of the N3TC's Duduza initiative, where two of the vehicles supplied by Imperial's Europcar will be used as a support unit operating on Van Reenen's Pass. These vehicles will carrying out a support function.

Ms Niki Cronje, the group marketing head at Imperial said, "These two routes have previously been recorded as the busiest routes over the December holiday period and as such, form a key pillar in our approach to road safety. Our long standing partnership is testament to our commitment to both travelling South Africans, as well as the respective toll concessionaires."

The vehicles are available with effect from December 1 until the end of the holiday season on January 3, 2015.

To identify the cars, motorists can look out for either N3TC's or N1/N4 Bakwena's branding, as well as the words Imperial, Highway Patrol written on the side of the vehicle.

These vehicles are easily identifiable by road users and will look to assist Road Incident Management Services in attending to, and reporting on, incidents along the N3, N1 and N4 routes.

"This year we envision that these extra patrol vehicles will again provide further assistance on these congested roads and as part of our continued commitment to ensuring safer roads for all, I believe the highway patrol initiative reiterates our commitment to ensuring that all road users' journeys are safe and enjoyable – with the peace of mind that there is help available if they need it," said Ms Cronje.

Eupocar's CEO, Mr Dawn Nathan-Jones, said his company was proud to be associated with the project.

“We believe the addition of these patrol vehicles and the safety benefits they offer will be a welcome addition to the roads,” he said.

Ms Cronje added that even with the extra patrol vehicles being deployed to these roads, this is a vital time for drivers to be reminded of the dangers of the road and the necessary responsibility that comes with safe driving.

“The exhilaration that comes with the freedom and excitement of the festive season can easily impair a driver’s ability and therefore our role in educating motorists about safe driving, the importance of taking regular stops and avoiding fatigue as well as supporting them while on the road, is critical to managing road users’ safety. With that said, it is up to all drivers to stay especially vigilant over holiday periods, to stay within the speed limit, buckle up, take scheduled stops, keep a safe following distance, and abstain from drinking alcohol and driving,” she added.