

IMPERIAL Highway Patrol take to the roads this Holiday Season

The Easter Holidays means busier roads

IMPERIAL Road Safety Highway Patrol will be out in full force

25 March 2015; With the Easter holidays a few days away, where many people will head off on holiday to enjoy the last bits of the warmer weather, Niki Cronje, Group Marketing at IMPERIAL believes that the surest way to ensure safer roads during peak seasons is through visible policing and surveillance projects. As a result the company, through Europcar, has again this holiday season, provided N3 Toll Concession (N3TC) and Bakwena N1N4 with support vehicles - with the aim of providing additional monitoring on these congested routes.

“While we don’t like to believe it, when a driver sees a patrol vehicle, he/she automatically adjusts driving behaviour – whether by strapping in, slowing down, or obeying the road rules. This, of course, leads to safer driving practises, which in turn means safer roads,” says Cronje.

The provision of additional vehicles to law enforcement and emergency services on both routes have in the past proved to reduce fatalities and road crashes, where most recently in December 2014 through the Highway Patrol initiative it was recorded that there were decreased fatalities, from six to three on the N3 Toll Route and on the Bakwena N1N4 route the fatalities dropped from eight to three.

Cronje continues: “To ensure safer roads for all this holiday break, IMPERIAL Road Safety will again partner with N3TC and Bakwena N1N4 to provide IMPERIAL branded patrol cars along the routes between Heidelberg and Cedara (N3TC) and Tshwane, northwards to Bela-Bela and westwards to Rustenburg (N1N4).”

Con Roux, Commercial Manager of N3TC adds: “The 13 vehicles that will be handed over to N3TC, for the period of 31 March until 5 May, will be used to improve response times and patient care, in the unfortunate instance that there is a crash along the route - a service that is most welcomed and will go a long way in demonstrating solid route support.”

Charmaine van Wyk, Bakwena’s Public Relations Manager agrees with Roux’s sentiment: “There is no doubt that these vehicles will be a welcomed addition to the Bakwena Route once again this Easter break. The three vehicles that will be handed over to the Bakwena N1N4 are a great support and will make a real difference - during one of our busiest periods from 2nd April to the 6th April, and will provide much-needed extra hands and assistance within our road network to Tshwane, Gauteng North West and Limpopo traffic authorities. We have extended our partnership further by partnering with MasterDrive, who have provided the drivers of these additional vehicles with a course in defensive driving, focussing on crash prevention.”

Dawn Nathan-Jones, CEO of Europcar, reassures road users about the vehicles that will be dispatched: “To ensure road users are able to identify with and trust the support vehicles as legitimate response cars, they will be distinguishable by their Europcar and IMPERIAL I-Pledge decals.”

Cronje concludes: “Whether through the patrol to promote safer road user behaviour, medical assistance through ERMS - or to accommodate post-crash needs, IMPERIAL Road Safety and Europcar are committed to support the Highway Patrol in making our roads safer for all who use them. We encourage all holiday goers to take extra care this holiday season and to look out for the IMPERIAL Road Safety branded vehicles, if they require any assistance.”

Imperial Holdings is a JSE listed South African-based international group of companies active predominantly in three major areas of mobility: consumer and industrial logistics; vehicle import, distribution, dealerships, retail, rental and aftermarket parts; and vehicle-related financial services. Imperial employs over 52 000 people who generate revenues of over R100 billion in Africa, Europe, South America, Australia and the United States through five major divisions which operate under separate management structures to enable decentralised entrepreneurial creativity within the group’s clearly-defined strategic, capital, budgetary and governance principles. Imperial strives for focused value creation and leadership in its chosen markets by allocating capital and resources to those organic and acquisitive growth opportunities that will enhance and be enhanced by the group’s existing assets and capabilities. www.imperial.co.za

ABOUT EUROPCAR SOUTH AFRICA

Europcar has established itself as one of South Africa’s leading global car rental companies; one which prides itself on delivering locally relevant, world-class service excellence with a dynamic and fresh attitude. Its payoff line of ‘Moving Your Way’ encompasses the company’s global strategy to be a key player in shaping the future of mobility, together with its commitment to exceptional customer service.

The company, owned and managed by the Imperial Group*, has operated exclusively as Europcar since 2009 having a rich 35-year history with its roots as Imperial Car Rental. Voted Africa’s Leading Car Hire Company at the 2014 World Travel

Awards – for the 9th consecutive year – the company serves around a third of the South African car rental market and has segmented the business to tailor solutions to the business and leisure markets, both inbound and locally. The organisation is just as conscientious when it comes to social responsibility, and supports a number of programmes focusing on children, education, HIV/ Aids and poverty alleviation. Sustainability is also a business imperative and the company focuses heavily on the promotion of environmental responsibility, awareness and behavior throughout its operations, with the primary goal of reducing its outputs. Europcar offers a fleet peaking at 20 000 vehicles at over 95 locations throughout Southern Africa - and through the global Europcar network, offers car rental access to around 220,000 across 150 countries. Holding ISO9001 (2008) accreditation, Europcar holds a level Two BBBEE rating. It is a member of the South African Vehicle Rental and Leasing Association (SAVRALA), and has partnerships with several important service providers in the travel industry. Then again, that's typical of a Proudly South African company which believes that supporting everything local – from people to businesses – is critical to the future of this country.

About N3 Toll Concession (Pty) Ltd

The N3 Toll Route between Heidelberg South interchange in Gauteng and Cedara interchange, near Hilton, in Kwa-Zulu Natal is a public private partnership between N3 Toll Concession (N3TC) and the South African National Roads Agency Ltd SOC (SANRAL). SANRAL and N3TC entered into a concession contract in 1999, which gave N3TC the right to design, construct, finance, operate and maintain the N3 Toll Route for a period of 30 years. www.n3tc.co.za or follow us on Twitter for Route Updates: @N3Route.

About Bakwena Platinum Corridor Concessionaire (Pty) Ltd

Bakwena signed a 30 year Concession Contract with the South African National Roads Agency Ltd SOC (SANRAL) to design, build, finance, operate and maintain a 95km section of the N1 (between Pretoria and Bela Bela) and 295km of the N4 (between the capital and Botswana). www.bakwena.co.za