



In light of increased calls to escalate road safety and in a bid to curb fatalities on South Africa's roads, IMPERIAL, leaders in mobility, today announced that they will be partnering with the Bakwena N1N4 toll and Hyundai Automotive South Africa to drive road safety awareness and provide motorists with emergency support during the busy Easter holiday period.

Says, Niki Cronje, Group Marketing at IMPERIAL: "As a leader in mobility, we recognise that we have a huge responsibility and role to play in promoting a more positive road safety culture in South Africa. It is for this reason that we have again partnered with the Bakwena N1N4 for the sixth consecutive year, in supporting safe road use over the Easter holiday period."

"We are also very proud to announce that Hyundai Automotive South Africa has come on board as our new vehicle sponsor for this initiative – who, as a responsible corporate citizen – are just as committed to encouraging road safety and support to travellers during this busy period."

Year on year, the N1N4 Bakwena toll route records some of the highest volumes of traffic in the country and as such, an initiative such as this has played a key role in contributing towards the decrease in the number of crashes and fatalities in previous years

As part of its commitment to this initiative, Hyundai Automotive South Africa will provide 8 vehicles between 5 April 2017 – 2 May 2017. These vehicles will be used to assist Road Incident Management Services to increase and boost route surveillance, patrol support and post-crash care over this period.

“At a time where the state of road safety in South Africa yet again takes centre stage, we once again welcome the support that we consistently receive from Imperial Road Safety and welcome Hyundai Automotive SA on board - their contribution will assist us greatly in providing motorists with the much needed support on the roads while travelling this holiday season,” says Charmaine van Wyk, for Bakwena.

Historically, this holiday period is known for increased incidents of drinking and driving, speeding, and general road negligence and as such, Bakwena will also be working together with Traffic Authorities to carry out regular enforcement along this route in order to clamp down on any such irresponsible behaviour – which will go a long way in creating safer roads for all road users.

“Efforts to improve road safety in South Africa will require the joint efforts of all stakeholders, like ourselves, to use our influence and the resources that we have to intensify road safety initiatives, and as a leading vehicle manufacturer we feel honoured to be part of a partnership like this, that puts the safe road usage of all South Africans at the forefront of our priorities this season,” states Oscar Makola, Marketing Director at Hyundai Automotive South Africa.