

MEDIA RELEASE



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ATA WELCOMES ROAD TO RESPECT CAMPAIGN

The Australian Trucking Association (ATA) has welcomed the VicRoads Road to Respect campaign – which presents the ATA’s safety exhibition trailer, the Road Ahead, in an all-new livery.

The Victorian Minister for Transport, Terry Mulder, launched the campaign today. The centrepiece of the campaign is the VicRoads Road to Respect Roadshow, a travelling road safety exhibition that will visit ten locations across the state.

The Chief Executive of the ATA, Stuart St Clair, said the campaign would educate both truck and car drivers about the need to respect each other.

“Insurance industry figures show that car drivers are at fault in more than half the accidents between cars and trucks,” Mr St Clair said.

“As a result, an important way we can reduce the number of accidents involving trucks is to inform car drivers about how to share the road safely with heavy vehicles.

“The roadshow will emphasise simple safety tips, such as not cutting in front of trucks and not trying to overtake a turning truck from the left hand lane.

“For truck drivers, the roadshow will emphasise the importance of speed management and not tailgating other vehicles.”

Mr St Clair said the ATA was proud to participate in the campaign by leasing its safety education trailer, the Road Ahead, to VicRoads. The ATA is also providing presenters for the campaign.

“More than 70,000 people have visited the Road Ahead since its launch in 2008. As a result of the VicRoads Road to Respect campaign, many more people will learn how to be safe on the roads.

“The campaign would not be possible, however, without the support of our associate partners: BP, NTI and Volvo. They deserve full credit for their strong commitment to the industry and road safety,” he said.

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About the ATA: The Australian Trucking Association (www.truck.net.au) is the peak body that represents the trucking industry. Its members include state and sector trucking associations, major logistics companies and operators and suppliers with leading expertise in truck technology.

A safe, professional and viable trucking industry