

December 2008

## EVERYTHING ROAD SAFETY AND MUCH, MUCH MORE

*Supercheap Auto has today unveiled its landmark "Supercheap Auto – DriveSafe" driver education course, aimed at improving motorists' driving habits and reducing the country's number of road accidents.*

Supercheap Auto Chief Operating Officer David Ajala said the launch of DriveSafe was an exciting moment for the automotive retailer, as improving road safety and driving responsibly is a role everyone is empowered with.

"Most people will have already seen some of Supercheap Auto's national road safety campaign on their televisions through a series of six community service announcements," Mr Ajala said.

The Supercheap Auto *Driving Home Road Safety* campaign is comprised of two main elements: television community service announcements; and the DriveSafe half-day driver education course, which comprises of the booklet and DVD with driver safety tips as well as the practical half-day driver course at Holden - The Driving Centre, Norwell.

"Holden - The Driving Centre is arguably one of Australia's best advanced driving facilities and, with this DriveSafe course costing just \$199, provides invaluable knowledge for drivers of all ages and experience levels," Mr Ajala said.

"DriveSafe is a completely not-for-profit exercise, with Supercheap Auto and Holden - The Driving Centre entering into a partnership to supply the course."

"Our main motive for doing this as a not-for-profit exercise was to keep the costs as low as possible to allow everyone to learn more. Because of how affordable the course is it should allow for more people to gain some driver safety experience," Mr Ajala said.

The inclusion of Supercheap Auto V8 Supercar driver Russell Ingall as the face of the campaign is another plus, helping reach out to a broader audience to spread the road safety message.

"We believe Russell is the perfect ambassador, as his success as a racing driver speaks volumes and he is one of the most popular personalities on the grid," Mr Ajala said.

"His years of racing experience have also taught him the importance of road safety as even though he is racing around tracks at high speeds, it is in a very controlled environment where safety is paramount."

# Media Release



Adding to the campaigns efforts to improve driver education, the Rotary Club of Hope Island have committed around half of its annual fundraising revenue for this financial year, to sponsoring 240 local Year 11 and 12 students through the DriveSafe course.

Rotary Club of Hope Island Project Leader Mr Malcolm Frost said with Supercheap Auto producing these courses, it allowed the Rotary Club of Hope Island to sponsor more students through the course than previously planned.

“The benefits to the community at-large through an initiative such as DriveSafe are huge – potentially thousands of people can now get greater road safety education,” Mr Frost said.

“*Supercheap Auto’s DriveSafe* is making the efforts of Rotary Club much more viable, and will allow us to continue to strive for our target of putting 500 high school students each year through the course.

In 2007, there were more than 1500 fatalities nationally.

“So many accidents can be easily prevented, and by learning the invaluable skills offered through DriveSafe, people can help prepare themselves for unplanned emergency situations,” Mr Ajala said.

For more information on the road safety campaign, log onto [www.supercheapauto.com/road-safety.aspx](http://www.supercheapauto.com/road-safety.aspx)