

freightweek2009

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MEDIA RELEASE

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FREIGHT WEEK 2009 LAUNCHES WITH SAFETY AND PRODUCTIVITY DRIVE DAY – AUGUST 7TH

Truck and car technology is evolving rapidly. Electronic safety systems, engine technology, tyres, aerodynamics and other aspects of vehicle design mean that today's cars, vans and trucks, are safer, quieter, more productive and far more fuel efficient. Hosted by the Victorian Transport Association and the Victorian Automobile Chamber of Commerce, Freight 2009's Safety and Productivity Day will highlight the remarkable developments in this area with hands on experiences and discussions with the experts.

SAFETY AND PRODUCTIVITY DRIVE DAY

Where: Sandown Racecourse, 591-659 Princes Hwy, Springvale

When: Friday 7th August 2009, 8.30am – 4pm

This new safety technology is now available in wide range of vehicles (not just top of the range) to prevent crashes or make the crash survivable, and for small cost compared to cost of crash. Fleet buyers can protect their staff by getting technology resulting in a reduction in the cost of crashes, worker compensation and loss of productivity.

Phillip Lovel, AM Chief Executive of the Victorian Transport Association, comments that there are three factors that contribute to accidents: the road, the driver and the vehicle. "Advanced and developing technology can aid and assist each one of these elements to make the roads safer for our communities. Companies that provide safe trucks are investing in the long term safety of employees and other road users.

What's more, you can't earn a living or increase productivity if your truck is in the repair shop or worst still, damaged beyond repair because it didn't have the best available safety features. With competition for business and customers becoming more aggressive each day you can't afford to have a driver injured or your truck off the road," Mr Lovel adds.

Deputy Commissioner of Road Policing Ken Lay says, "*Victoria Police welcomes any new technology that improves vehicle safety and helps to reduce road trauma and save lives. Freight Week's Safety and Productivity Day is a unique way to highlight the issues and developments in truck and car technology. The facts of road trauma are deadly serious, last year 303 people died on Victorian roads, and 179 have already lost their lives this year. That's why I'm intrigued by the latest technology and advancements in vehicle safety. There is no doubt that emerging vehicle technology, along with robust police enforcement, will help police drive the road toll down in years to come.*"

The Safety and Productivity Drive Day will feature many of these new technologies including demonstrations of:

- Electronic braking systems that maximizes the available braking in an emergency
- Rollover stability systems
- Innovative vehicles designed using Performance Based Standards (PBS)
- A range of hybrid transport vehicles
- Fuel efficiency demonstrations
- Safety demonstrations of Lane Assist, collision avoidance, adaptive cruise control all of which reduce crashes involving fatigue
- Electronic Stability Control - reduce single vehicle crashes by over 30%

The morning will feature track demonstrations of this technology followed by displays and discussions in the afternoon. There will be an opportunity to ride in some of these vehicles and talk to the drivers about the impact that these emerging technologies have on their workday. Expert opinion will be provided in areas of braking, safety systems, aerodynamics, tyre technology and maintenance, fuel systems and fuel efficiency and more.

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