

# Bridgestone lends a hand for road safety

## A new and exciting partnership for Road Safety Education Limited (RSE)

June 2016

Through its flagship program, **RYDA**, RSE has an ongoing commitment to providing evidence based road safety education that contributes to a reduction in youth road trauma. Over the last decade, we have given almost half a million students the opportunity to participate in RYDA. Education, along with other road safety initiatives, has made a significant contribution to the 47% reduction in youth road trauma in the past ten years. Together we are making a difference.

**Of course, we can only continue in our mission to reduce youth road trauma if we have a quality program that is sustainable, affordable and accessible.**

A key to all these critical objectives is to have broad community engagement with all stakeholders including schools, governments, Police, Rotary and business corporations.

RYDA was established over 15 years ago by a small group of Rotary members who decided that more needed to be done to help save the lives of our young road users. Today, many hundreds of Rotary Clubs and thousands of Rotary volunteers contribute to the ongoing growth and success of RYDA. It is through the support of local Rotary Clubs who contribute their volunteer time and fund-raising efforts that RYDA can be made available to students at 90 venues across Australia and New Zealand.

It is now over ten years ago that our Founding Sponsor BOC made a commitment to support Rotary in helping to save the lives of our novice drivers and their passengers by supporting the establishment of the RSE national office. The support provided by BOC along with other sponsors including Toyota Australia, New Zealand Steel and Bosch, gives Rotary Clubs a government compliant, evidence based, quality road safety education program to offer their local community.



**Only the equivalent of one handprint of tread connects each of your tyres to the road**

**Today, we are very pleased to announce that **BRIDGESTONE** Australia has decided to join us in our mission to help save young lives on the road.**

The Bridgestone brand has a global reputation as the tyre industry market leader, renowned for producing quality products and being at the forefront of technology and innovation. Bridgestone Australia is a subsidiary of Bridgestone Corporation, the largest tyre manufacturer in the world, and is supported by an employee network of more than 1,500 people across Australia and New Zealand.

Bridgestone has a comprehensive Corporate Social Responsibility program and is trusted by the community - as evidenced when Bridgestone was recognised with a recent award identifying them as the "Most Trusted" tyre brand in Australia.

The Bridgestone brand has high profile recognition in the community, especially through their long running media campaigns based on the human hand representing the small amount of tread between a car and the road. This is a message that we have shared for many years with every student who attends the RYDA Program – it is very exciting that we will now have Bridgestone to help demonstrate and effectively communicate this road safety message.

We welcome Bridgestone in Australia and New Zealand as another greatly valued partner of RSE and the RYDA Program. The support provided by Bridgestone and our other corporate sponsors will help to ensure that RYDA continues to be the preeminent youth road safety program, accessible and affordable for all.