



MEDIA RELEASE

Isuzu Ute back Fatalities Free Friday 2010

Isuzu Ute is driving the road safety message home with a further commitment to supporting Fatalities Free Friday.

Fatalities Free Friday is Australia's only community-based national road safety program. This year it takes place on May 28.

It was started by Australia's most recognised driver safety advocate, Russell White in 2007.

The Aim of Fatalities Free Friday is to promote personal responsibility and highlight awareness of safe road use attitude and skills that will reduce crashes on our roads.

"By putting the focus zero road fatalities on one day we want to prove that using the road with care and attention is something that can be done everyday," said Mr White.

"While plenty of attention is rightly paid to better car and road design and law enforcement, the missing ingredient in many of these safety initiatives is the focus on what positive measures each of us can take every day to ensure our safety and that of other road users.

"This is where Fatalities Free Friday makes a difference and we're delighted to have Isuzu Ute, one of our major sponsors back on board this year."

The two D-MAX LS crew cab utes will be mobile promotional billboards for the FFF campaign and will help ferry key FFF personnel and information kits to schools, community events and corporate sponsors throughout the year.

In traffic and in various display roles, the FFF D-MAXs will be highly visible billboards of what Fatalities Free Friday is all about - to ensure that Friday May 28th is free from road deaths anywhere across Australia.

The FFF D-MAX utes offer outstanding turbo-diesel fuel economy, torque and comfort and have roomy five-seat cabins, dual airbags, ABS and a big load space under their lockable accessory hard tonneaux.

"We're delighted to assist Fatalities Free Friday in helping reduce Australia's road toll," said Richard Power, general marketing manager for Isuzu Ute Australia.



The Isuzu D-MAX ute is one of the world's most popular and well reputed one-tonne ute and cab chassis ranges, the current model of which is now available in Australia through a growing network of dedicated 'Isuzu UTE' dealers in all states.

"Isuzu Ute Australia recognizes the value of Fatality Free Friday's campaign to reduce Australian's road toll by positively addressing driver attitudes, perhaps particularly in respect to many drivers in the ute and light truck market," said Richard Power, general marketing manager for Isuzu Ute Australia," said Mr Power.

Russell White is also managing director of complete driver training solutions provider DriverSafety.com.au and hosts Brisbane AM news/talk Radio 4BC's Motoring Hour from 11am on Sundays.

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