



**MEDIA RELEASE**

**Date: Wednesday, 26 May 2010**

## ***Caltex fuels road safety initiatives***

Australia's largest fuel company, Caltex is fuelling two outstanding road safety programs.

Caltex has become a Gold Alliance member of Fatalities Free Friday, Australia's only national community-based road safety initiative and has implemented the DriverSafety.com.au National Driver Training Program for their employees.

"Our company obviously has an extensive interest in transportation through our own fleet of vehicles and through the network of 1900 Caltex service stations across Australia," said Phil Amos, National Manager - Direct Sales Caltex Australia Petroleum.

"We take seriously the safety of our staff and customers, which is why we're delighted to not only be significant sponsors of Fatalities Free Friday but also to arrange for our staff to undergo the extensive National Driver Training Program through DriverSafety.com.au."

Mr Amos said 180 employees would be going through the driver training program over the next 12 months

Russell White, road safety advocate and managing director of DriverSafety.com.au said the National Driver Training Program took a multi-faceted approach to driver training.

"Drivers will improve their skills in a number of crucial areas by developing a greater understanding of vehicle dynamics and biomechanics of driving," he said.

"The course is a combination of on-line learning, classroom interactions, simulator training and in car tuition, all of which combine to provide the most comprehensive advanced driver training program in Australia.

"We applaud Caltex for taking the step in providing a safer workplace for their employees and also their outstanding commitment to the safety of all road users through their support of Fatalities Free Friday."

**Fatalities Free**  
**FRIDAY**  
MAKE THE ROAD TOLL ZERO

28 May 2010  
**Take The Pledge**  
ZERO DEATHS ON AUSTRALIA'S ROADS FOR JUST ONE DAY

SUNCORP Insurance  
ARMORALL  
ISUZU DMAX  
TYRES & MORE  
Ph: 13 MORE

The graphic features a speedometer with a needle pointing to 1000 RPM. The needle is labeled '1000 RPM' and '0 RPM DEATHS'. The speedometer has markings for 0, 1000, 2000, 3000, 4000, 5000, 6000, 7000, 8000, 9000, and 10000. The needle is positioned at 0. The text 'RPM DEATHS' is written along the needle's path. The background is black with white and orange text.

Fatalities Free Friday is an award-winning road safety campaign founded in 2007. Its aim is to positively encourage all Australians to be extra vigilant and take personal responsibility for their road use by taking the Fatalities Free Friday pledge.

By highlighting one day as fatalities free on our roads, all road users will be encouraged to make day, fatalities free on our roads.

**For further information:**

**Russell White**  
Driver Safety.com.au  
Phone: 0419 866 165  
Email: [Info@driversafety.com.au](mailto:Info@driversafety.com.au)

**Jacqui Carling-Rodgers**  
Business Communications Management  
Phone: 5519 1919  
Mobile: 0414 282 048  
E-mail: [Jacqui@bcm-online.com.au](mailto:Jacqui@bcm-online.com.au)