

# Fatality Free FRIDAY

Take The Pledge



ZERO DEATHS ON  
AUSTRALIA'S ROADS  
FOR JUST ONE DAY  
22 MAY 2009



## NEWSLETTER: Edition 13 - March 6, 2009

### Isuzu Ute gives Fatality Free Friday a lift

**Isuzu Ute Australia is supporting the national Fatality Free Friday road safety campaign by supplying two D-MAX diesel utes and some extra marketing support as official vehicle partner for 2009.**

The two D-MAX crew cab utes will be mobile promotional billboards for the FFF campaign and will help ferry the team to schools, community events and corporate sponsor events throughout the year.

"FFF is extremely grateful to Isuzu Ute Australia for their generous and practical support of our national campaign," said Russell White, founder of Fatality Free Friday.

"The success of Fatality Free Friday wouldn't be possible without

the support from our corporate sponsors. This new association with Isuzu D-MAX helps us increase public awareness for the campaign nationally.



"The white FFF D-MAX utes have roomy five-seat cabins, dual airbags, ABS and a big ute tub load space

under their lockable accessory hard tonneaux, and with their outstanding fuel economy, performance and comfort, they'll do a great job for us."

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

"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,

### And more support from Tyres & More

**National tyre and mechanical company Tyres & More has expanded its commitment to the community by joining forces with Fatality Free Friday.**

Tyres & More is a growing national network of tyre and mechanical stores launched in 2005.

The chain of 70 family run stores nation-wide has a well deserved reputation for being a family-friendly business.

Tyres & More is very active in the community.

Last year the company joined in Playgroup Australia's national event, the World's Biggest Playgroup Day and were sponsors of Playgroups Week.

The team behind Tyres & More saw Fatality Free Friday as a perfect fit with their corporate ethos.

"Fatality Free Friday is a reminder to everyone, especially those with families, of the extra incentive to take the pledge of May 22," said Russell White, founder of Fatality Free Friday.

"Clearly there are very strong synergies between the Tyres and More brand and Fatality Free Friday.

"Making sure that your vehicle is in the best possible shape is one key fundamentals when it comes to improving your safety on the road. We're extremely pleased to have the support from Tyres & More for our campaign to improve road safety.'

### Supporters of Fatality Free Friday:

**We encourage everyone to support the people who support Fatality Free Friday. Sponsors and supporters of Fatality Free Friday 2009:**

Suncorp, Armor All, Isuzu Ute Australia, Tyres & More, 4BC, Harrier National, Driver Safety.com.au, Business Communications Management, Olpac

## Drivers really do need to get a grip

**I've been lucky to have been able to drive a wide range of vehicles from different eras.**

When you experience a car from the 1950s and then compare it to a new car the difference is huge. Everything is better but one of the biggest improvements is the tyres and their ability to perform.

A tyre is designed to be at its most effective when the tread matches the road speed of the car. Once the rolling surface of the tyre is moving at a different speed in relation to the road surface then it is slipping. Once this happens the car starts sliding and you've got a potential problem on your

hands.

The condition of the road is one those areas that should come down to good old common sense. Be mindful of any changes in the road surface because the level of grip may alter, sometimes dramatically. These changes could be obvious, like going from bitumen to dirt or they could be more subtle like a change in surface texture or colour.

Finally, how you operate your car will also govern its performance and safety. How you drive does make a difference and being smooth will help you stay in control. The bottom line is that harsh and violent steering, aggressive braking and abusing the steering wheel will contribute to the tyres breaking traction.

**-Russell White**

## How to change a tyre made easy

**No matter how new or reliable your car, a flat tyre or puncture can happen any where at any time.**

It's also a task that very few people feel confident in performing.

Tyres & More, friends of Fatality Free Friday have this excellent 10 step guide to changing a flat tyre.

Driving on a flat tyre can be dangerous and will sometimes cause the tyre to become irreparable.

Step 1: Park the vehicle in a safe location, preferably on a level, hard surface. Apply the parking brake and put the vehicle in 'Park' (automatic) or in gear (manual).

Step 2: Chock the wheel diagonally opposite the wheel you are going to remove with a suitable object. If you are on a slope, always chock the wheel on the low side of the slope.

Step 3: Remove the spare wheel and the jack from their storage locations.

Step 4: Remove the hubcap (if fitted) and only just loosen the wheels nuts, DO NOT remove them.

Step 5: Raise the car with the jack, being careful to use the correct jacking point, until the tyre is around 6cm off the ground.

Step 6: Remove the wheel nuts then remove the wheel from the vehicle using a proper lifting technique.

Step 7: Place the spare wheel on the vehicle, again using a proper lifting technique, and lightly tighten the wheel nuts ensuring the nut is correctly seated. Care should be taken not to 'cross thread' the nut and wheel stud.

Step 8: Lower the car and remove the jack.

Step 9: Now that the wheel is on the ground, tighten the wheel nuts with the wheel brace and replace the hubcap (if it was fitted).

Step 10: Place the removed wheel and jack back in their storage places, and remove the wheel chock.

## Tell us your plans for Fatality Free Friday 2009!

The organisers encourage all groups to 'adopt' Fatality Free Friday as part of their community calendar.

If your group would like to hold a special event or would like to know more about becoming involved, then contact us today via our web site - [www.fatality-freefriday.com](http://www.fatality-freefriday.com).

We'd love to support you by providing assistance to promote your Fatality Free Friday event on our web site.

Our newsletter will include information about the 2009 event and we'd love to help publicise your community's initiative on our web site and in our newsletter.

If your community group or workplace held a pledge signing for Fatality Free Friday 2008, then we'd love to see pictures.

They can be e-mailed to [Russell@DriverSafety.com.au](mailto:Russell@DriverSafety.com.au)

INSURANCE



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