

For Immediate Release  
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**FOR IMMEDIATE RELEASE**

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## **Bridgestone supports youth driver safety with new sponsorship**



**Bridgestone Australia and New Zealand** has further underlined its commitment to youth and safety, announcing a new partnership with leading road safety education provider **Road Safety Education Limited (RSE)**.

The company will sponsor RSE's flagship RYDA program – a series of practical and powerful workshops that aim to change the way young people think about road safety.

Coordinated with the assistance of Rotary Clubs, the program is delivered throughout Australia and New Zealand to over 50,000 high school students every year, through approximately 600 schools.

Bridgestone Australia and New Zealand Managing Director **Andrew Moffatt** said the company was dedicated to supporting the education and safety of motorists across both countries.

“Ensuring young people understand the importance of road safety as soon as they begin driving is critical to reducing youth road accidents, which is why we are so pleased to have partnered with RSE and its RYDA program,” Mr Moffatt said.

# News Release



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Important safety messaging developed by Bridgestone will also be incorporated into the RYDA program.

“It’s great to see that our Safe Hands campaign, which was originally directed towards consumers when it launched in 2014, will now play a part in educating the youth of today,” Mr Moffatt said.

“The Safe Hands messaging has really resonated with consumers, putting into perspective just how important their tyres are to remaining safe on the road.

“We are extremely proud that RSE recognises its value and will be using it to further engage the tens of thousands of young people that participate in the RYDA program each year.”

Road Safety Education Limited CEO and Managing Director **Terry Birss** said RSE was delighted to have partnered with Bridgestone.

“It’s heartening to have a trusted company like Bridgestone supporting our mission to reduce youth road trauma – especially when they are as passionate about road safety as we are. We are very pleased to welcome Bridgestone to our group of world leading partners, BOC, Toyota, Bosch and New Zealand Steel,” Mr Birss said.

“For us, it’s not enough to teach a young person how to control and manoeuvre a vehicle. Before we hand over the keys, we must be sure that their driving skills are balanced with critical thinking skills and an understanding of, and appreciation for, safety.”

Bridgestone’s Safe Hands messaging explores the idea that only a small amount of tread – one handprint’s worth – connects a tyre to the road. It will feature as part of RYDA’s Speed and Stopping Session, a practical roadside demonstration which explores the issue of vehicle speed with an emphasis on the importance of vehicle maintenance, including tyres.

For more information visit:  
Bridgestone Australia [www.bridgestonetyres.com.au](http://www.bridgestonetyres.com.au)  
Bridgestone New Zealand [www.bridgestonetyrecentre.co.nz](http://www.bridgestonetyrecentre.co.nz)  
Road Safety Education Limited [www.rse.org.au](http://www.rse.org.au)

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