

THINK BEFORE YOU DRIVE



THINK. ALWAYS USE YOUR SEAT BELT



THINK. NEVER DRINK AND DRIVE



THINK. CHECK YOUR TIRE CONDITION



THINK. PLAN YOUR TRIP

THINK BEFORE YOU DRIVE

Think Before You Drive is a global road safety initiative of the FIA Foundation, Bridgestone Corporation and motoring clubs worldwide.

The campaign promotes simple road safety messages:

- ⊕ highlighting actions that take a few seconds but could save your life;
- ⊕ identifying the main risk factors that can result in serious or fatal crashes.

More information can be found at:

www.thinkbeforeyoudrive.com

Follow the advice of our road safety expert, a crash test dummy who regularly experiences the crashes we hope you never have...



Think. Always Use A Child Seat

Think. Always Use Your Seat Belt

Think. Adjust Your Head Restraint

Think. Check Your Tyre Condition

So remember, **Think** Before You Drive

THINK. ALWAYS USE A CHILD SEAT

What happens if you don't...



- ⊕ A crash at just 5mph can kill an unrestrained child.
- ⊕ Never travel with a child on your lap or in your arms - in a crash, your child's weight effectively increases by up to 20 times making him impossible to hold.
- ⊕ Never place a rear-facing seat on a front passenger seat equipped with an airbag.

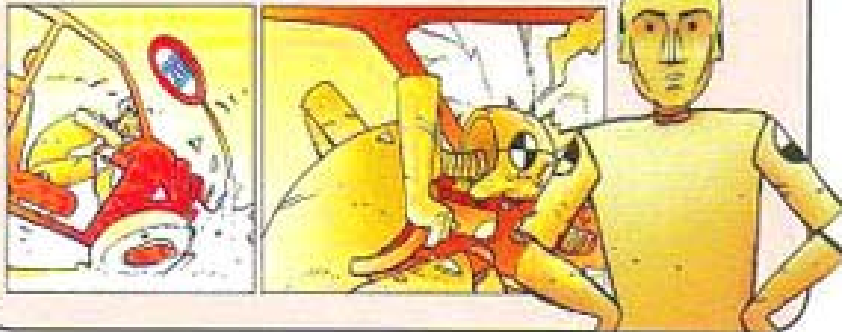
What you should do...



- ⊕ Child seats save lives.
- ⊕ Use a suitable restraint for the size and weight of your child.
- ⊕ 90% of injuries could be avoided if child restraints are used correctly - follow fitting instructions carefully.

THINK. ALWAYS USE YOUR SEAT BELT

What happens if you don't...



- ➊ Without a seat belt you will hit the windscreen, dashboard and steering wheel in a crash.
- ➋ Unrestrained car occupants place themselves at severe risk of injury or death in a crash.
- ➌ Unrestrained rear seat passengers are three times as likely to suffer death or serious injury as belted passengers.

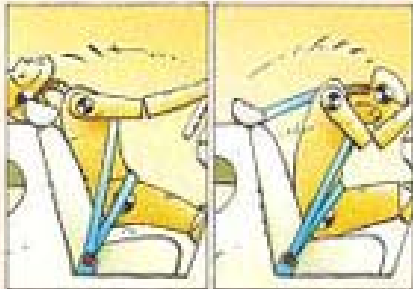
What you should do...



- ➊ Seat belts save lives. Always ensure your passengers are belted up.
- ➋ A seat belt improves your chances of surviving a crash by up to 60%.
- ➌ Buckle up for every trip, however short.

THINK. ADJUST YOUR HEAD RESTRAINT

What happens if you don't...



What you should do...



- Whiplash injuries are the most common type of injury to car occupants.
- Whiplash injuries can be very painful and sometimes result in symptoms lasting years after a crash.
- Even mild symptoms, headaches, muscle stiffness and dizziness, can last for months.

- To help prevent whiplash injuries you should always adjust your head restraint when you get into the car.
- To be effective, a head restraint must be as close to the back of your head as possible and the top of the restraint should be level with the top of the head or at least no lower than eye level.
- Different makes and models of car offer varying levels of head restraint protection.

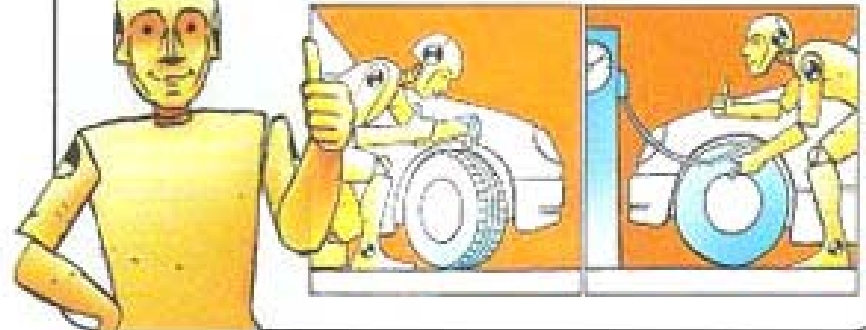
THINK. CHECK YOUR TYRE CONDITION

What happens if you don't...



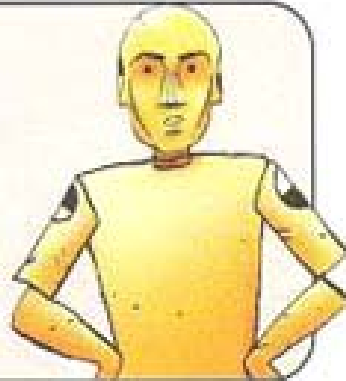
- ➊ Worn tyres cause reduced performance. It takes longer to brake on a wet road surface when tyres are worn, and there is more risk of skidding.
- ➋ Under inflated tyres reduce your control of the vehicle, increase braking distances and wear out your tyres more rapidly.
- ➌ Over-inflated tyres reduce grip, reduce stability in braking and lead to poor handling.

What you should do...

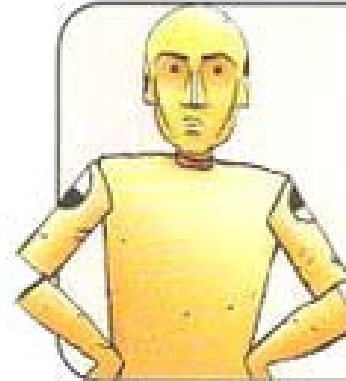


- ➊ You should inspect your tyres at least once a month. The correct pressure information can usually be found on the edge of the driver's side door.
- ➋ Check your tyres for signs of damage or cracks. Even a small tear should be checked by a tyre technician.
- ➌ All tyres have tread wear indicators. These indicators appear in the main grooves when the tread has worn down to 1.6mm, showing the tyre needs to be replaced.

THINK NEVER DRINK AND DRIVE



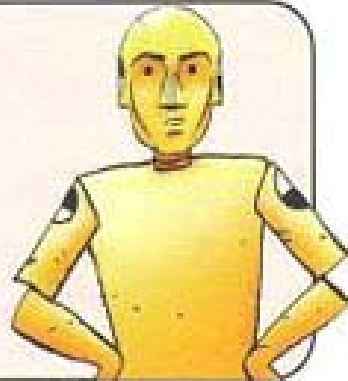
THINK. NEVER DRIVE UNDER THE INFLUENCE OF DRUGS



- ☛ Drinking and driving kills.
- ☛ Do not drink if you plan to drive.
- ☛ Never get into a vehicle with a driver who has been drinking.
- ☛ Alcohol leads to slower reaction times, difficulty in gauging speed and distance, drowsiness and loss of concentration.
- ☛ Late night drinkers may still be over the limit the following morning.

- ☛ Driving under the influence of drugs can kill.
- ☛ Many medicinal drugs cause drowsiness or other side effects. Always read the medical advice on the bottle or packet, or consult your doctor, before driving.
- ☛ Other side effects from medicinal drugs include loss of concentration, slower reaction times, difficulty in gauging distance and speed.
- ☛ Anaesthetic from day surgery can also affect driving. Always arrange to be collected from hospital.
- ☛ Drugs such as cannabis, heroin, ecstasy and cocaine also seriously affect driving.

THINK. NEVER USE A HAND HELD MOBILE PHONE WHILE DRIVING



THINK. WATCH YOUR SPEED



- ⊕ Talking on a mobile phone while driving is dangerous.
- ⊕ Using a mobile phone while driving can affect your ability to gauge distances, keep lane discipline and keep to an appropriate speed.
- ⊕ If possible, switch off your mobile phone while driving.
- ⊕ Only use a hands free mobile phone if you must receive calls while driving. Keep conversations short, never argue and pull over and stop the car if possible.
- ⊕ Never compose or read text messages when driving.

- ⊕ Excessive speed is a major cause of road crashes. Do not exceed the legal speed limit.
- ⊕ Adjust your speed to suit the road, traffic and weather conditions.
- ⊕ Driving too close to the car in front, even below the speed limit, is dangerous.
- ⊕ Always drive at a speed that will allow you to stop well within the distance you can see to be clear.
- ⊕ Reduce your speed when sharing the road with pedestrians and cyclists, particularly children, and motorcyclists.

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www.fiafoundation.com

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For more information see the campaign website:

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