

CUSTOMER JOURNEY FOR BETTER ROAD SAFETY...



CHECK YOUR CAR BEFORE YOU DRIVE.

Inspect your battery, lights, oil, water, brake, air, gas, engine, tire, and yourself.

MAKE A PLAN.

Allot enough time to drive safely to your destination. Consider breaks in between.

AVOID DISTRACTIONS.

Don't text or talk on the phone while driving. Pull over if you need to use your phone.

FOLLOW THE TWO-SECOND RULE.

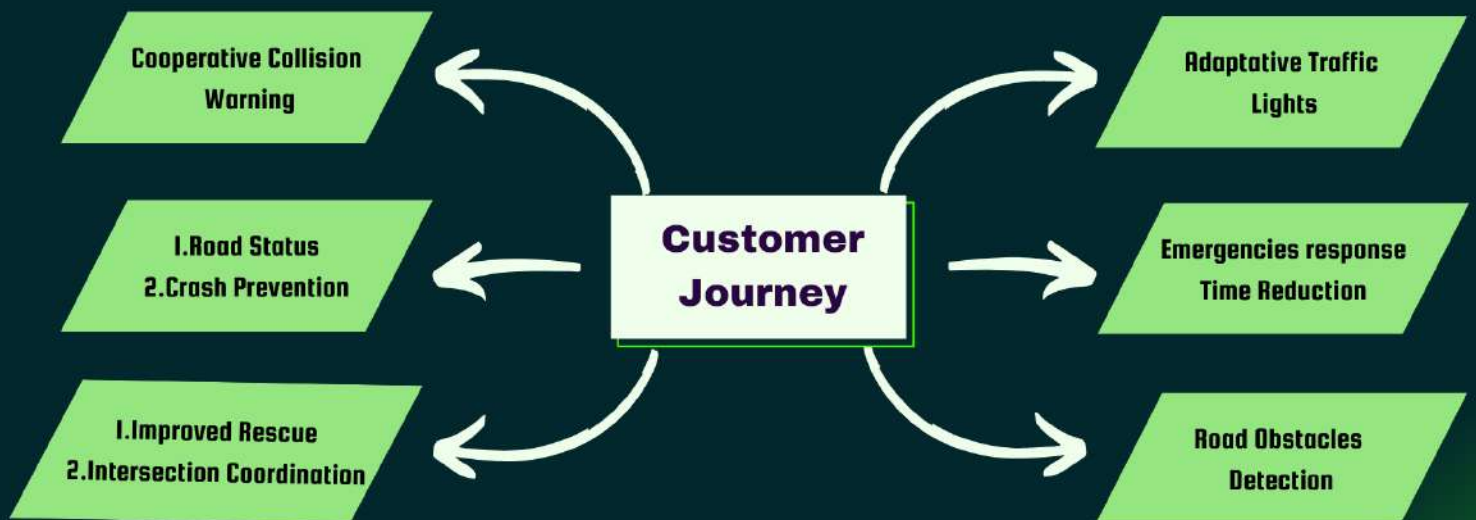
Keep a safe trailing distance of two seconds between your car and the car in front of you.

STAY SAFE ON THE ROAD!



ROAD SAFETY

Technology Helps People



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TRADITIONAL SAFETY REVIEW

- *The safety review team is usually not independent of the design team
- *Typically performed by a team with only design and safety expertise
- *Safety Reviews do not normally consider human factor issues
- *Often concentration on motorised traffic
- *Often does not generate a formal report

