ROAD SAFETY

In today’s era, road accidents are rampant. However, mortality rates have come down significantly due to improvements in automobile technology. Nevertheless, there are many potential hazards on the road that can cause injuries or even death.

Potential hazards can range from bad road behaviour to road dynamics or even bad infrastructure. Behaviour such as drunk-driving, exceeding speed limits and general rash driving contributes significantly to road accidents. Furthermore, ignoring road signs which provide important information – such as crossroads or intersection can also be the leading cause in vehicular accidents. Even maintenance of the vehicle plays an important role in road safety. For instance, many car accidents are the result of the tire blowouts – which occur when the tires are underinflated and driven beyond their operational life.

In conclusion, following the road rules, avoiding excessive speeds and improved general awareness can significantly reduce the risk of a traffic accident. Regularly checking vehicle health and maintenance of parts also eliminates any potential risks. And most importantly, do not use mobile phones while driving.

SLOGAN: “Alert today – Alive tomorrow.”