

# 'Pledge' Media Highlights

(Print, Radio, TV, On-Line, Social Media) ... w/c March 9<sup>th</sup> 2014

### Discipline // Driving

## Call to sign up to road-safety pledge

Drivers, passengers invited to commit to improve road culture

ABU DHABI // Drivers and passengers are invited to sign a pledge to show their commitment to road safety.

RoadSafetyUAE.com launched the initiative 'Make UAE roads safer' yesterday as part of Gulf Traffic Week, which ends on Saturday.

The aim is to collect 100,000 road-safety pledges by the end of the year. Each signatory pledges to say yes to seat belts and to using indicators, and to speeding and using mobile phones without proper headset.

"Road safety can only improve roads," said Thomas Edelmann, the website's founder.

"We need to be aware of the proper conduct and we need to display it to everyone, every day."

In the first phase of the initiative, drivers and passengers will make the pledge. They are encouraged to forward it to their family, friends and colleagues.

Companies, educational institutions and organisations are also invited to sign the pledge and reinforce their culture of road safety. We need to ensure a culture of looking after each other on the road and taking the pledge is a good start."

Mr Edelmann, however, acknowledged that it would take time for motorists to stop using phones while driving.

"But we need to start with a loud voice," he said. "There are proper headsets available, other people can take a call, and exiting while speeding is a bigger sin."

Speeding, widening lane changes without using indicators and failing to buckle up are some of the major causes of road-traffic injuries and fatalities.

"Let us be disciplined about leaving on time, be mindful of traffic congestion during rush hours and even in the event of raining late,

let us not speed," he said. Ask any motorists expert on the streets and they will tell you that speeding is for race tracks."

The proper use of indicators not only allowed good manners and good behavior, but also protected the driver and others on the road year because drivers are not using their indicators correctly," Mr Edelmann said. "And if you love your family, you buckle up. If you love your kids, buckle them up."

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Organized by Total Middle East and Gulf Traffic Week, the initiative is a joint effort between the UAE's major road-safety organisations. Organized by Total Middle East and Gulf Traffic Week, the initiative is a joint effort between the UAE's major road-safety organisations.

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### KHALEEJ TIMES MONDAY, MARCH 10, 2014

## Catching them young

Campaign aims to teach children basic road safety rules

It is important to teach children about road safety

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### 7 DAYS SPECIAL REPORT MONDAY MARCH 10, 2014

## Pledge to make UAE roads safer

Time to belt up, slow down, indicate... and put the phone away

Drivers on the UAE's roads

Most expats are expats for one reason. Start saving some of it!

Talk to Prosperity

### TheNational

## Take the pledge!

Drivers and passengers asked to pledge commitment to road safety in the UAE

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### Khaleej Times

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### 7 DAYS Dubai YOU ARE LARI

## Safety campaigners launch pledge urging 100,000 people to make UAE roads safer

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### 1038 DUBAI EYE

## STUDIO ONE

ASKED TO COMMIT TO SAFE DRIVING

ad safety organisation is asking for your help to make the UAE roads a safer place.

UAE.com is asking drivers to sign a pledge and commit to a number of measures which bring a seatbelt, using indicators and driving at the speed limit.

aim is to change behaviours and collect 100,000 signatures by year end.

Sign is in conjunction with GCC Traffic Week which kicked off today and runs until March 15th.

ARN spoke to Thomas Edelmann, founder of Road Safety UAE, who says he think it's a concept that will catch on with residents here.

### Motor Heads

## 'Make UAE Roads Safer': Pledge by RoadSafetyUAE.com

YOUR VOICE CAN MAKE A DIFFERENCE

MAKE UAE ROADS SAFER!

HELP US REACH 100,000 PLEDGES IN 2014

### Zawya

## 'Make UAE Roads Safer' - Pledge by RoadSafetyUAE.com

YOUR VOICE CAN MAKE A DIFFERENCE

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### RoadSafetyUAE.com

A Tweet you were mentioned in got retweeted!

7 DAYS UAE

Road safety campaigner @thomasedelmann1 launches pledge urging 100,000 people to make #UAE roads safer 7d.ae/6m6

Retweeted by Duncan Hare @duncanhare

### 7 DAYS March 10, 2014

## Safety campaigners launch pledge urging 100,000 people to make UAE roads safer

A female pedestrian was killed by a car yesterday

### tom urquhart @tomurquhart

## Sign the pledge, @thomasedelmann1 #MaketheUAERoadsSafer joins us on #studio1live @DubaiOneTV as part of GCC Traffic Week awareness.

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