

**NEWS**

**FOR IMMEDIATE RELEASE**

Friday, May 1

**Kia supports Road Safety initiative**

* **Fatality Free Friday a “worthy goal”**

Kia Motors Australia has joined forces with Driver Safety Australia and Australian Road Safety Foundation to become a partner in the annual Fatality Free Friday road safety campaign.

“Kia is proud and privileged to be a supporting partner of Fatality Free Friday,” KMAu Chief Operating Officer Damien Meredith said. “As a vehicle manufacturer Kia is acutely aware of the benefits of any campaign to improve safety on our roads.

“While it would be ideal to have every day ‘fatality free’, the Fatality Free Friday campaign is a worthy goal and one which will focus attention on the need for everyone to take responsibility for road safety.”

The 2015 Fatality Free Friday initiative was launched in Sydney today in an event embraced by the emergency services most closely associated with road safety \_ police, ambulance and fire and rescue.

Fatality Free Friday founder and Australian Road Safety Foundation CEO Russell White said that last year 1155 drivers, pedestrians, cyclists and motorcycle riders began a journey ending in tragedy and that the most effective way of reducing this number is for individual road users to recognize the important role they each play.

“We need to change our culture and use social pressure to create real behavioral change - we are the key to safer roads and it is our actions, behaviors and decisions that can mean the difference between life and death,” Mr White said.

“With the support of emergency services, governments, corporations and community groups we can take our road safety message further and help reduce the tragic, and often unnecessary, loss of life on our roads.”

Held on the last Friday in May, Fatality Free Friday is an initiative of the Australian Road Safety Foundation which calls for road users to make a promise to themselves, their family and friends to consciously drive safely and obey road rules.

Throughout May there will be a variety of activities at which government officials, celebrities, sporting heroes and members of the public can make their commitment to road safety. There will be public signing events where the inflatable “pledge” cars \_ all representing Kia Sorentos \_ can be signed.

Members of the public and all road users will also be able to make their road safety pledge by visiting [www.fatalityfreefriday.com](http://www.fatalityfreefriday.com) or on the [Fatality Free Friday Facebook page](https://www.facebook.com/fatalityfreefriday?fref=ts).

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***About Kia Motors Corporation***

*Kia Motors Corporation (www.kia.com) – a maker of quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 3 million Kia vehicles a year are produced in 10 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has around 49,000 employees worldwide and annual revenues of nearly US$45 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.*

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