

CLEAR DASHBOARD CAMPAIGN



This week we are launching our awareness campaign for truck drivers about the potential risks of having objects on the cab dashboard and in the windscreen area, which create added blind spots. These can easily obscure a pedestrian or cyclist from view.

This is part of a CEMEX Europe road safety campaign to highlight this issue and reduce road risk for vulnerable road users.

The purpose of the campaign is for us to have a look at HGV trucks visiting our sites, to check for objects obscuring the windscreen, and to speak with drivers about the importance of having a clear view.

Please discuss the added risks of creating these additional blind spots.

REMEMBER JOANNA?

Some of you may recall in April 2012, a CEMEX vehicle was involved in a collision with a cyclist, Joanna Braithwaite, who tragically died of her injuries. One of the contributing factors was an old safety helmet placed in the middle of the dashboard, which momentarily obscured her from the driver's view.

The 75 year old driver pleaded guilty to death by careless driving, however Joanna's parents did not want him to serve a custodial sentence because they recognised how the devastation of the incident had affected him.

So please avoid another unnecessary collision and **'SEE THE DIFFERENCE!'**

Please distribute the posters and air fresheners sent to your local contact.



**CLEAR YOUR DASHBOARD
SEE THE DIFFERENCE** **SAVE LIVES!**

