

## **MiX Telematics joins forces with Brake to promote higher levels of safety on Britain's roads**

Leading fleet management solution provider, MiX Telematics, has joined forces with road safety charity Brake in order to play its part in helping to promote higher levels of road safety on Britain's roads. In addition to becoming a Corporate Member of Brake, MiX Telematics has pledged its support by promising to contact its entire UK customer base during Road Safety Week 2009 (23-29 November) to raise awareness of Brake's theme for the Week, 'Not a drop, not a drag', about the dangers of drink and drug driving.

"We are delighted to lend our support to Brake as safety in operation should always be the highest priority," comments MiX Telematics Marketing & Operations Director, Steve Coffin. "Moreover, as our products have a proven track record of reducing crash rates and enhancing road safety, the association between our two organisations is a perfect and natural fit.

"For Road Safety Week we will be sending each of our customers a copy of Brake's excellent Road Safety Week pack, including guidance notes on how to manage the risks associated with drivers drinking and/or taking drugs, and an accompanying poster for customers to display in their premises. We'll be also be encouraging our clients to take further steps in managing their occupational road risk by taking up a special offer and signing up to Brake's Fleet Safety Forum for half price".

Roz Cumming, Fleet Safety Forum Manager, Brake says: "We're delighted to have the support of Mix Telematics in spreading the word more widely about these important issues, particularly to their fleet customers, given that one in three crashes involves an at-work driver. We look forward to working closely with Mix Telematics to continue promoting road safety and providing support in risk management to this key audience."

## **MiX Telematics**

Founded in 1996, MiX Telematics is a global provider of [vehicle](#) tracking and fleet management products and services to consumers and companies of all sizes in over 75 countries on six continents. The company's commercial product range – formerly marketed under the VDO brand and sold by Siemens VDO for 10 years – helps fleet owners ensure driver and passenger safety, reduce fleet running and fuel costs, comply with selected industry regulations, and track and protect vehicles and drivers. Commercial customers include Parmalat, Schlumberger, Chevron, Greyhound, Spar, and Scania. MiX Telematics has offices in South Africa, Germany and the United Kingdom and an extensive global distribution network.

## **Brake**

[Brake](#) is an independent national road safety charity. Brake exists to stop the 7 deaths and 71 serious injuries that happen on UK roads every day and to care for families bereaved and seriously injured in road crashes. Brake produces educational road safety literature, runs [community training programmes](#) and runs events including [Road Safety Week](#) (23-29 November 2009). [BrakeCare](#), Brake's support division, cares for road crash victims through a helpline and other services.

**The Fleet Safety Forum** is a not-for-profit, low-cost subscription scheme for fleet professionals operated by national road safety charity, Brake. Subscribers receive regular mailings packed with up-to-the minute risk management information, plus discounted invitations to conferences and workshops. Subscription costs just £155 (+VAT) per year, with discounts available for fleets with less than 50 vehicles / charity and public sector organizations. To find out more, go to [www.brake.org.uk](http://www.brake.org.uk) and click on 'join us', email [fleetsafetyforum@brake.org.uk](mailto:fleetsafetyforum@brake.org.uk) or call **01484 559909**

**Half price offer:** To mark Road Safety Week 2009, Brake is offering new subscriptions to the Fleet Safety Forum at half price for the first year. To take advantage of this offer, companies should contact Brake on 01484 559909 or [admin@brake.org.uk](mailto:admin@brake.org.uk) quoting RSWoffer between 23 November and 24 December 2009.

## **Further information:**

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