

Press Release

Data / Date:
17/11/2020

Let's respect each other!

AmberOne A1 Motorway constantly conducts various activities aimed at improving road safety. By closely observing the behaviour of drivers and traffic incident statistics, he notices a disturbing trend: the increasing amount of inappropriate and reckless behaviour by drivers.

Analysing the reasons thereof, AmberOne initiated a new social campaign called LET'S RESPECT OURSELVES, which not only resembles the principles of safe road traffic. The main focus is on an aspect of the personal motivation of each of the drivers who make a choice on the road every day: to do right or wrong.

Such decisions in life are often determined by the feeling of being in a close relationship. We do not do anything bad to our families, friends and acquaintances. It is obvious that we do not put them at risk, we care for and protect them. **They are our relatives after all.**

As a driver, it is worth asking yourself: **how close are we to other people on the road? The answer is unequivocal: very close. Often by a meter.** Therefore, the message LET'S RESPECT EACH OTHER is addressed to all participants of the movement and is based on a simple principle: a sense of community and mutual kindness. **WE it's everyone**, private and professional drivers, motorcyclists, cyclists and pedestrians. We are so close to each other on the roads, so let's take care of each other.

Remember this: road safety is the kindness and respect we show each other! **The sense of responsibility for one another makes respecting common principles the most obvious thing in the world.** Kindness - not aggression, responsibility - not competition, respect - not contempt. Negative emotions cause stress, which greatly disturbs concentration and reduces the ability of drivers to clearly assess the situation and react properly. It's not worth it, because someone is waiting for each of us.

GAIN RESPECT

The first edition of the campaign is the challenge for truck drivers: GAIN RESPECT! What is going on? This is deliberate ambiguity. "Respect" in the environment is acquired with an exemplary attitude. "Respect" is also a new virtual currency, created especially for the needs of the campaign, which can be earned and exchanged for prizes.

How to get "respect"? The method is simple! Just play the QUIZ available online, containing 10 questions about various traffic situations. Each correct answer equals 1 "respect".

Whoever gets 10 "respects" wins the prize! Rewards in the form of snacks and a multifunctional chimney-tube can be collected at Shell stations on the AmberOne A1 and S7 Motorways.

Informacje dodatkowe / Additional information:

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Are you a truck driver? Test yourself in the quiz and # gain respect! The quiz is available online, it can be found on the website www.a1.com.pl/zdobadzszacun. On the Facebook profiles of AmberOne A1 Motorway and Campaign Partners: DCT GDAŃSK, ADAR and SHELL petrol stations you will also find the **comic series "Park Proverbs"**, i.e. a road version of Polish proverbs, and **"TruckerSTORY"**, a **competition of true stories of truck drivers**. Real events allow us to see our own behavior as in a mirror - and objectively evaluate it.

WHAT THE STATISTICS SAY

According to the statistics of road events on AmberOne, bad decisions are often made by truck drivers, professionals and professionals who until recently were considered the best drivers of Polish roads.

Heavy goods vehicles account for approximately 20% of traffic on the AmberOne A1 Motorway. In 2019, there were 58 accidents (including 28 involving heavy goods vehicles), 667 collisions (including 147 collisions with heavy goods vehicles), 81 people were injured as a result of accidents (including 28 people injured in accidents with trucks). All fatalities (3) resulted from accidents involving heavy vehicles. In the first half of 2020, there were 64 collisions and 12 accidents involving heavy goods vehicles, as a result of which 21 people were injured and 2 died.

Truckers have served as an example so far for other drivers. Perhaps the RESPECT EACH OTHER campaign will contribute to the return of these good practices. It is true that statistically there are fewer accidents involving heavy goods vehicles, but their consequences are much more tragic, both for truck drivers and other road users.

The first edition of the campaign is aimed at drivers of heavy goods vehicles, but its subsequent editions will be addressed to other drivers: passenger cars and motorcyclists. Each of these groups is characterized by different behaviours and requires separate communication with an emphasis on different elements. Sometimes they are common, as are the most common causes of road incidents: excessive speed, falling asleep, inattention caused by the use of telephones, alcohol or incorrect maneuvers, e.g. passing.

Let us remember: all road users, from the largest truck to the smallest passenger cars, motorbikes, "on the road", we are a community, we have common rules and we share responsibility for ourselves. Together, we can have an impact on our common security. Let us respect each other - stick to the safety rules, obey the road traffic regulations and be kind to each other. It's that simple.

The partners of AmberOne A1 Motorway in the Let's respect each other campaign are: container terminal **DCT GDAŃSK**, international shipping **ADAR** and the petrol station network **SHELL**. The media patronage over the campaign was taken by the portal **4Trucks.pl**.