IMPERIAL launches the I-Pledge road safety campaign

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IMPERIAL launches the I-Pledge road safety campaign to make South Africa’s roads safer and friendlier

IMPERIAL Holdings launched its I-Pledge road safety campaign to the media, government, transport and road safety stakeholders in Sandton today (November 8). Minister of Transport Dr Sibusiso Ndebele gave a keynote address and road safety and transport experts took part in a panel discussion.

South Africa is facing a seemingly insurmountable challenge when it comes to entrenching a culture of safe, educated and courteous road use and automotive and logistics group IMPERIAL truly believes that for any change to happen and to be sustainable, there needs to a personal attitude and behaviour shift in the hearts and minds of people using the roads every day - be they pedestrians, bus and truck drivers, motorists, cyclists or bikers.

Tak Hiemstra, IMPERIAL’s executive director for strategic development, shared the background to the campaign: “We are committing significant resources to the I-Pledge campaign and received overwhelming support from all concerned. It also united our employees across our 145 companies behind a common cause and our vision of a company that really cares.”

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