

'#RideWise Full Tank Thursday' with Engen

September, 2017

Hundreds of Gauteng Motorists who practice "safe driving" stand the chance to win an Engen petrol voucher valued at R1 500 each as part of the Engen #RideWise campaign. 'Full Tank Thursdays', which will take place on September 21 and September 28, will see selected motorists who are wearing their seat belts and have a valid licence and licence disc be rewarded with fuel vouchers.

Fuel vouchers will be handed out on the popular Roger Goode Show on 5FM, which will broadcast live from Engen 1Plus Menlyn on Atterbury Road between 06:00 – 9:00 on September 21 and at the Engen 1Stop Grasmere North, at the same time, on September 28th.

Lesedi FM will broadcast live and give away fuel vouchers between 15:00 – 18:00 at Engen 1Plus Hadaf West on Es'ka Mphahele Road on September 21 and at the same time, on September 28 at Engen 1Stop Grasmere South.

#RideWise, which is supported by the National Youth Development Agency in association with Engen, Big Brands Media and the SABC, runs until March 2018. It is set to visit Engen service stations around the country to educate motorists that "it's cool to be safe".

Targeting first time drivers between the ages of 18-25, a key focus of the campaign is to educate young drivers about the dangers of texting and driving while under the influence of drugs and alcohol. Over the next six months, activations are planned at several Engen service stations nationally. In addition, #RideWise Master Classes will take place at Universities and cool student hang-outs.

Seelan Naidoo, Engen General Manager: Retail says the company is very excited to be part of #RideWise and to play a part in educating our young drivers. "We believe that this worthy initiative will reduce unnecessary risk taking and change driver behaviour."

Engen's Corporate Social Investment Manager, Mntu Nduvane says motorists and pedestrians share the responsibility of keeping themselves and others on the road safe. "A high portion of road fatalities in South Africa are pedestrian, often as a result of motorists driving under the influence. Many of these people are victims of reckless driving through no fault of their own. This is why Engen believes road safety is everyone's business and why as a proud South African company we feel duty-bound to support road safety initiatives such as #RideWise."

Adds Nduvane: "Texting while driving is a serious problem and a major cause of accidents especially among our younger drivers. Education will help remind our country's young drivers that life choices can have a serious impact on their safety and the safety of other drivers and pedestrians on the road."