

Siemens backing 'slow down' for Road Safety Week

Leading traffic technology company Siemens is proudly supporting the national Road Safety Week 2010 (22-28 November) to help stop deaths on roads. Organised by Brake, the road safety charity, the initiative aims to promote a slow down theme within the workplace and surrounding community.

As corporate partner of Brake, Siemens is promoting Road Safety Week company-wide to raise awareness of Brake's work supporting road crash victims and campaigning for road safety. The company has also highlighted its commitment to the initiative by launching an interactive driver safety programme earlier this year to over 350 staff across the country who use company vehicles.

Commenting on the involvement of Siemens, Managing Director Gordon Wakeford, stated, 'We're proud to support Brake and its aim to make roads safer. We have a significant number of employees who are out on road everyday, and our internal road safety programme provides them with the necessary tools, training and coaching to reduce risk. With six lives lost on the UK's roads every day, we are particularly keen to share our knowledge of how traffic technology may be used to improve road safety and address that chilling statistic'.

As part of this work, the company is currently part way through a six month trial of 'SafeZone' road safety camera system, which calculates the average speed of vehicles against posted speed limits in urban areas. The trial aims to reduce vehicle speeds and improve road safety for school children, staff and teachers at Springdale First School and the local residents of Springdale Road in Poole, Dorset.

Tying in with this year's Road Safety Week theme, 'Kids Say Slow Down', the SafeZone trial also includes the installation of new eye-catching road signs that incorporate a 'slow down' message designed by Springdale School pupil Eryn Young, aged seven. The children at the school have also received new hi-visibility duffle bags from Siemens with the SafeZone symbol.

Photographs:

1. Showing nationwide support for Road Safety Week, the installation and maintenance team at Swanwick, Hampshire, one of 20 locations around the UK operated by the company.
2. Children at Springdale School, Poole, Dorset with the new SafeZone road sign and hi-visibility duffle bags.

About Siemens in the UK

Siemens was established in the United Kingdom 167 years ago and now employs 16,915 people in the UK. Last year's revenues were £4.2 billion. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

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