

# MEDIA RELEASE



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## **THE ROAD AHEAD TRAVELLING EXHIBITION AT TRUCKS OUT WEST**

The ATA's travelling exhibition, the Road Ahead will appear at the Trucks Out West Expo at the Dubbo showground this Saturday.

The *Road Ahead* is a state-of-the-art semitrailer filled with interactive displays about road safety and the trucking industry. The exhibition centre will travel to schools, colleges and shows across the country, and cost the industry and its suppliers about \$1.3 million.

ATA Chairman Trevor Martyn said the exhibition will provide Truck Out West visitors with critical information about sharing the road safely with Australia's 469,000 heavy vehicles.

"Trucks Out West is the perfect platform for the Road Ahead to spread its message of sharing the road safely. We are also aiming to help improve the industry through the promotion of safety and careers to school students and young people," Mr Martyn said.

"Overall the exhibition will give visitors the opportunity to take away a clear picture of how industry and communities can work together to improve road safety and it will expose young people to the many career opportunities the industry has to offer," he said.

Trucks Out West is the biannual flagship event run by ATA member organisation, the Australian Road Train Association (ARTA).

Other attractions at Trucks Out West will include the Bandag Bullet Racing Truck and the latest in new truck technology and vehicles, together with trucks from yesteryear.

A number of engine manufacturers, driveline and tyre suppliers will be in attendance with their latest equipment on show. A show and shine competition will also feature, with prizes for winning entries.

Gates will be open from 9am-4pm. Sample bags will be handed out to the first 500 children through the gate with a paying adult.

Trucks Out West will be followed by the annual ARTA dinner and auction. For more information about the event, contact ARTA on 02 6882 2666.

**Further background material about the Road Ahead travelling exhibition is attached.**

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## BACKGROUND BRIEF THE ROAD AHEAD TRAVELLING EXHIBITION

### Introduction

The Road Ahead travelling exhibition is a state-of-the art semitrailer filled with interactive displays about the trucking industry and road safety. The semitrailer was built specially for the Australian Trucking Association and has fold out sides to increase the size of the exhibition space.

The trucking industry and its suppliers are financing the \$1.3 million project. A wide range of companies, organisations and individuals have made contributions to the project.

### What's the exhibition for?

The goals of the exhibition are to:

- provide motorists with important tips about sharing the road safely with trucks. A significant number of accidents involving trucks are caused by other drivers, often because they have not been taught that trucks handle differently to their cars.
- provide secondary school students with information about careers in the trucking industry and the job choices that are available.
- provide the community with information about how the trucking industry delivers 75 per cent of Australia's freight, including every item on the shelves of every supermarket in the country.

### What are the displays?

Gear changing: The gear changing game invites visitors to simulate driving a truck by changing gears as it accelerates. The game has three difficulty levels. The hardest level turns off the truck's tachometer and requires the visitor to change gears based on the noise of the engine.

Loading a truck: Using a touch screen, visitors must correctly load a simulated truck with freight before driving off. At the easiest level, the visitor must load a 1 tonne ute with domestic items such as full cardboard boxes, pot plants and a TV set. At the hardest level, the visitor must load a 60 tonne semitrailer with pallets of recycled paper, bricks, 200 litre drums and other items.

Safety table: The safety table has space for eight visitors, who compete through ten mini-games about how to share the road safely with trucks. The games are:

Cut out cutting in	Lights at night
Do not overtake turning vehicle	Towing caravans and boats
Maintain your speed	Overtake with care
100 kph speed limiting	Roundabouts
Road positioning	Road courtesy

Static displays: There are also information panels about the industry and the career opportunities that are available.

## Who contributed to the project?

### Principal 5 years sponsors

BP Australia  
National Transport Insurance  
Volvo Trucks Australia

### Benefactors

#### *Operators*

Bunker Freight Lines P/L	Calleja Transport
Don Watson Transport	Glen Cameron Group
K & S Corporation	L Arthur Pty Ltd
MacGregor By Road	Mannway
Peter Gunn Australia	Rocke Brothers
SECON Freight Logistics	Simon National Carriers
Wettenhall Interstate Transport	

#### *Peak bodies*

Australian Trucking Association	NatRoad
Transport Forum WA	

#### *Government*

National Transport Commission	Transport Certification Australia
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#### *Industry Suppliers*

Alcoa Wheels	BPW Transpec
Bridgestone	Cummins
Exhibition Services	FTE
Jamshop	JOST
MaxiTrans	Norden
Rambler Transport Industries	Rice Graphics
Thermo King	

### For further information

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