

MEDIA RELEASE

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THE ROAD AHEAD EXHIBITION CONTINUES TO SPREAD ITS MESSAGE TO PERTH

Hundreds of school students from across the Perth region have learnt about road safety, careers in the road transport industry and the important roles of trucks through the Australian Trucking Association's travelling exhibition centre, The Road Ahead.

With two weeks left in its Perth tour, hundreds more still have the opportunity to experience the exhibition, a state-of-the-art semitrailer filled with interactive displays about road safety and the trucking industry.

Through the use of interactive computer stations, video footage, live action and static panels, young people are introduced to a range of road safety messages, brainteasers from the trucking industry and top tips for sharing the road safely with trucks.

As many of the students who visit The Road Ahead are at the age where they are preparing to get their licence, the messages the exhibition delivers are of vital importance.

ATA Chairman, Trevor Martyn said the exhibition gives visitors the opportunity to take away a clear picture of how the trucking industry and local communities can work together to improve road safety.

"The aim of the Road Ahead is to build on the ATA's long term message of sharing the road safely with trucks. Most visitors to the Road Ahead don't realise that trucks handle very differently to their cars," Mr Martyn said.

"The ATA is also aiming to help improve the industry through the promotion of trucking as a career. Trucking is a massive industry and there are thousands of opportunities for young people looking for work," Mr Martyn said.

Details of the remaining stops on The Road Ahead's visit to the Perth region are:

Date	Location
Wednesday 12 August	Carey Baptist College, Canning Vale
Thursday 13 August	Gosnells Primary School
Friday 14 August	Carey Baptist College, Canning Vale
Monday 17 August	Clontarf Aboriginal College, Waterford
Tuesday 18 August	Como Sporting College
Wednesday 19 August	Cunderin Agricultural College

Further background material about the Road Ahead travelling exhibition and sample images are attached.

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National Voice of the Australian Trucking Industry

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.

SAMPLE IMAGES



Jonah, aged 5, inspects the safety table in the exhibition centre. The safety table has seats for eight visitors; the interactive displays lead them through ten mini-games 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 cars.



The exhibition interior. As well as the safety table, the exhibition features interactive displays about:

- gear changing as a simulated truck accelerates; and
- loading different types of trucks with items ranging from pot plants to pallets of bricks.



The exhibition exterior. The sides of the semitrailer fold out to provide more internal space for the exhibition.