

24 February 2022

# Supercheap Auto joins the Australian Road Safety Foundation as a National Community Partner.



Supercheap Auto today announced it has joined forces with the Australian Road Safety Foundation (ARSF) in a multi-year partnership aimed at reducing the instances of physical and mental illness, death and disability that result from road crashes and incidents.

The ARSF achieves these goals through innovative road safety awareness programs, driver education, advocacy, research and community engagement.

Tragically, 1,108 people lost their lives on Australian roads in 2020.

As part of today's announcement, Supercheap Auto has made an immediate \$50,000 donation to the foundation.

Major road safety initiatives and campaigns will be supported by nominated Supercheap Auto stores, which will include an opportunity for donations to be made at check-out.

All funds raised by Supercheap Auto and customers will assist ARSF develop road safety awareness programs, driver education, advocacy, research and community engagement campaigns.

ARSF's national campaigns include Fatality Free Friday (27 May 2022), Rural Road Safety Month (held each year in September) and RoadSet, an interactive road safety learning experience and education tool designed to help young people become better road users.

To learn more about the Australian Road Safety Foundation, visit [arsf.com.au](https://www.arsf.com.au)

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## Quotes

Benjamin Ward

### **Managing Director, Supercheap Auto**

Supercheap Auto are proud to partner with the Australian Road Safety Foundation in this journey, raising awareness and educational programs about road safety.

Our team and customers have an obvious passion for their cars and the open road. This partnership is a very logical fit and strengthens our commitment to road safety, and also builds on our previous road safety awareness programs including Check-It and Carma.

We look forward to working with the foundation on providing more accessible education programs to communities across Australia.

Russell White

### **Foundation Founder, Australian Road Safety Foundation**

We operate under the philosophy that it takes the choices and actions of every single road user to stop families, friends, colleagues and communities from facing the unspeakable tragedy of a death or life changing injury.

It's why I'm so proud to be joining forces with Supercheap Auto, a partnership that will extend our road safety message into hundreds of towns and suburbs we may not have otherwise reached.

With this partnership we can save lives. We can be the influence that leads a road user to choose safety and prevent a road crash. Ultimately, helping to prevent thousands of mothers, fathers, brothers, sisters and friends from grieving the loss of a loved one to road trauma.

## About Australian Road Safety Foundation

The Australian Road Safety Foundation established in 2010, has earned a well-known national presence and reputation with strong support from both the federal and state governments, the private sector, and the police for its initiatives, programs and events across Australia. Each year our national campaigns educate road users on the individual role they play in reducing the devastating impact of road crashes.

\* [https://www.bitre.gov.au/statistics/safety/fatal\\_road\\_crash\\_database](https://www.bitre.gov.au/statistics/safety/fatal_road_crash_database)