

# PRESS INFO



29 MAY 2025

## **Scania says 'It's not you. It's me. I need space' to drive road safety**

Scania is supporting the Australian Road Safety Foundation's Fatality Free Friday by launching a light-hearted campaign with a serious message.

The "It's not you. It's me. I need space" campaign employs humorous relationship language suggesting that when it comes to road safety around trucks, size does matter.

With cartoon-like visuals, the imagery explains why trucks need more space for braking, don't like cars cuddling up to them when turning, or pedestrians and other vulnerable road users lingering in blind spots at intersections.

"Very few drivers seem to understand the simple truth that a truck that may weigh 40, 60 or 80-tonnes needs more space to slow down and stop. This is why trucks leave a big gap to the car in front in traffic because their braking distances are far greater than those of other cars," says Zsuzsa Zalatnai, Scania Australia's Marketing Director.

"The gap is not a tacit invitation for a car to jump in, but a much-needed safety zone. Truck drivers do resent light vehicle drivers who see that space as an opportunity to get ahead in the traffic. Truck drivers are trained to deliberately create a safety zone ahead of their vehicles, to ensure they can stop safely without colliding with the vehicle in front. That space is far larger than that left by drivers of light vehicles, but all that space is needed," she says.

"At speed on the freeway, a light vehicle suddenly pulling in front of a truck can cause the driver to brake heavily, unsettling the vehicle and the load, which can lead to a rollover and or a collision with other road users, not to mention blocking the road and causing congestion.

"While the elevated driving position gives good long-distance forward vision, the reality is the space surrounding the extremities of the vehicle are very hard to see, and that's where problems arise when cyclists or pedestrians are near the vehicle. To the driver they can be invisible.

"For pedestrians and cyclists, a simple rule of thumb is that if you can't see the driver, he can't see you. If he can't see you, he won't know you are there, so beware of hiding in the blind spot," Zsuzsa says.

The Scania campaign humorously asks light vehicle drivers to take more care around trucks. A little courtesy can go a long way and provide a safer driving environment for everyone.

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The Scania logo, featuring the word 'SCANIA' in a bold, blue, sans-serif font.

“Fatality Free Friday calls on every road user to take responsibility for their actions and choose safer behaviours. But it’s not just about one day - it’s about making safety a daily priority. It’s time for change - road safety needs you, every time you’re on or near the road,” says Russell White, Founder and Chair of the Australian Road Safety Foundation.

“Scania would like every day to be a fatality free day, and even though our trucks are the safest on the market, all road users can make mistakes, and there are collisions as a result. While we are dedicated to protecting truck drivers with our strong steel cabs equipped with multiple airbags, and our Advanced Driver Assistance Systems, such as automatic emergency braking, adaptive radar cruise control, lane departure and blind spot warning, the laws of physics remain in place. A 64-tonne truck takes a lot of space to slow down, can’t change direction suddenly, and has visibility limitations compared with those of light vehicles,” Zsuzsa says.

“Take it easy around trucks and leave us some space.”

Ends

**Note to Editors:**

Caption shows (l-r) Australian Road Safety Foundation Founder and Chair Russell White with Scania MD Manfred Streit and Scania Marketing Director Zsuzsa Zalatnai supporting Fatality Free Fridays.

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*Scania is a world-leading provider of transport solutions. Together with our partners and customers, we are driving the shift towards a sustainable transport system. In 2024, we delivered 96,443 trucks, 5,626 buses as well as 11,170 industrial and marine power systems to our customers. Net sales totalled over SEK 216 billion, of which about 20 percent were services related. Founded in 1891, Scania now operates in more than 100 countries and employs some 59,000 people. Research and development is carried out globally with our main site in Södertälje, Sweden. Production takes place in Europe and Latin America with regional product centres in Africa and Asia. Scania is part of TRATON GROUP. For more information visit: [www.scania.com](http://www.scania.com)*