

Uniting for safer roads: Kia Motors and Motus partners with Bakwena for festive road safety campaign

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- Rio, Seltos and Sportage to assist in patrolling popular holiday route



Gary Scott, CEO, Kia Motors South Africa, and Solly Kganyago of the Bakwena Platinum Corridor Concessionaire with the traffic law enforcement officers who will be piloting the Kia fleet on the N1N4 route over the festive season.

The festive season is on our doorstep, and along with all the holiday excitement comes the anticipated high traffic volumes on various routes in and out of Gauteng.

In light of increased calls to escalate road safety and in a bid to curb fatalities on South Africa's roads, Kia Motors South Africa, in partnership with Motus Corporation (Motus), has partnered with Bakwena N1N4. The partnership, which started with Motus in 2012, ensures visible policing during peak holiday seasons.

The handover took place at Kia's Fourways branch and included six vehicles provided by Kia Motors for the campaign: two Kia Rio, two Kia Seltos and two Kia Sportage. These vehicles will be added to the existing route patrols along the N1N4 route and will assist with Road Incident Management Services to increase and boost route surveillance, assist with crashes and also help motorists who find themselves in distress while travelling the route.

Road safety is a priority all year round for Bakwena, who have various road safety initiatives that take place throughout the year in the communities adjacent to its route.

"At a time where the state of road safety in South Africa yet again takes centre stage, we once again welcome the support that we consistently receive from Motus and its subsidiaries," says Solomon Kganyago, Bakwena's Commercial Manager.

“This year we welcome Kia Motors South Africa on board – their contribution will assist us greatly in providing motorists with much needed support on the roads while travelling this holiday season.”

Historically, this holiday period is known for increased incidents of drinking and driving, speeding, and general road negligence and as such, Bakwena will also be working together with Traffic Authorities to carry out regular enforcement along this route in order to clamp down on any such irresponsible behaviour – which will go a long way in assisting with safer roads for all road users.

“Improving road safety in South Africa requires joint efforts from all stakeholders, and it’s often most effective to pool our resources to intensify road safety initiatives. As a global brand with a proudly South African heart, we are proud to partner with both Bakwena and Motus to ensure that safe road usage of all South Africans is at the forefront of our priorities this season,” states Gary Scott, CEO, Kia Motors South Africa.

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