

## **SABOA collaborates to promote Safety and Recognise Bus Drivers and Companies in 2023:**

The year 2023, will see some key initiatives bring to the forefront the Bus and Coach Industry's critical role and contribution in recognizing the Bus Drivers and the operators in Road Safety.

**SABOA** has actively collaborated with **Clarendon Transport Underwriters (CTU)** to endorse and support a key initiative, **Hollard Highway Heroes**, for the industry.

As the Voice of the Bus and Coach Industry, SABOA is excited about the launch and sustainability of this projects and also call on the industry and stakeholders to lend support and grow the project on behalf of the Bus and Coach Industry.

The Hollard Highway Heroes 2023 event was launched at a media announcement on 23 February 2023. Through the SABOA partnership with CTU, and via CTU's positioning with Hollard, SABOA has endorsed the introduction of the Bus and Coach industry into this year's awards.

### **How will the competition work?**

This year's competition, supported by sponsors Clarendon Transport Underwriting Managers (CTU) and Ctrack, is open to drivers from all truck and bus fleets in South Africa.

There will be **two categories** for bus drivers: long distance and short distance.

Entries opened on 1 March, and remain open until 31 May, 2023, after which the competition kicks off. Using telematics, competitors will be tracked for speeding, excessive driving and total distance travelled.

After the first monitoring phase ends on 31 July, **20 deserving bus drivers** will progress to the second assessment phase from 1 September to 15 October. At this point, all their vehicles will be fitted with the same type of tracking device to ensure a level playing field, and their driving will be rigorously monitored by Hollard Trucking's Risk Services Bureau.

The winners will be crowned at a gala event at Emperors Palace, Ekurhuleni, on 17 November 2023.

### **What do Highway Heroes Bus Driver competition winner receive?**

No category winners; R100 000 for the overall winning bus driver.

### **How does the competition contribute towards road safety in South Africa?**

The Highway Heroes competition was established to help improve road safety in South Africa. Our data shows that by promoting safer driving practices, the competition has led to a big improvement in participating drivers' road behaviour – not only during the competition, but also in the long term: <https://www.hollard.co.za/highway-heroes/>

### **Please tell us more about the telematics system and how will it measure safer driving?**

There is a telematics device fitted in the cabs of the vehicles of Hollard Highway Heroes competitors. The devices monitor driving behaviour, capturing data around speed events, time taken to rest, as well as the total distance travelled, i.e. the more kms travelled with the least events are deemed as good driving. Telematics devices capture this data 24/7. Data is relayed to the Hollard Highway Heroes nerve centre where computers record it and analyse it. In this way, there is empirical evidence of safe driving and a means by which to objectively identify the safest bus and truck drivers in South Africa.

For more information on these projects, contact:

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