

**Fatality Free**  
**FRIDAY**  
[www.fatalityfreefriday.com](http://www.fatalityfreefriday.com)



**Take The Pledge**  
ZERO DEATHS ON  
AUSTRALIA'S ROADS FOR  
JUST ONE DAY

March 19 2009

## Isuzu D-MAX Delivers for Fatality Free Friday

Isuzu Ute Australia is supporting the national Fatality Free Friday road safety campaign by supplying two D-MAX diesel utes and some extra support as official vehicle partner for 2009.



The two D-MAX LS crew cab utes will be mobile promotional billboards for the FFF campaign and will help ferry key FFF personnel and information kits to schools, community events and corporate sponsors throughout the year.

“Fatality Free Friday is extremely grateful to Isuzu Ute Australia for their generous and practical support of our national campaign,” said FFF founder Russell White.

“Fatality Free Friday is an innovative initiative seeking to help change the Australian driving culture and reduce the road toll.

"In traffic and in various display roles, the FFF D-MAXs will be highly visible billboards of what Fatality Free Friday is all about, which is to ensure that Friday May 22nd is free from road deaths anywhere across Australia.

"Fridays are one of the two most dangerous days to be driving and if we can get through just one Friday fatality-free nationally, then that's a great start.

"The success of the Fatality Free Friday campaign wouldn't be possible without the support from our corporate sponsors. This new association with Isuzu D-MAX helps us create a great deal of public awareness. That awareness saves lives.

"The FFF D-MAX utes have roomy five-seat cabins, dual airbags, ABS and a big load space under their lockable accessory hard tonneaux. With their outstanding turbo-diesel fuel economy, torque and comfort, they'll do a great job for us," Russell White said.

The Isuzu D-MAX ute is one of the world's most popular and well reputed one-tonne ute and cab chassis ranges, the current model of which is now available in Australia through a growing network of dedicated 'Isuzu UTE' dealers in all states.

"Isuzu Ute Australia recognizes the value of Fatality Free Friday's campaign to reduce Australian's road toll by positively addressing driver attitudes, perhaps particularly in respect to many drivers in the ute and light truck market," said Richard Power, general marketing manager for Isuzu Ute Australia.

Russell White is also managing director of complete driver training solutions provider [DriverSafety.com.au](http://DriverSafety.com.au) and hosts Brisbane AM news/talk Radio 4BC's Motoring Hour from 11am on Sundays.

*Media note:*

*Russell is an accomplished public speaker and is available for interview.*

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