

## DRIVE TV'S SAFETY SPECIAL PROVIDES ESSENTIAL CHECKLIST BEFORE YOU HIT THE ROAD

**Thursday 21<sup>st</sup> September 2023**

Drive TV's latest instalment *Drive Safer* aims to help motorists prepare for the beloved Aussie road trip. In a special 60-minute feature Drive's Managing Editor, Trent Nikolic, meets with industry experts to shine a light on the often-overlooked essentials when preparing to hit the open road.

"One of the most important elements of a family road trip is the car. An ANCAP safety rating will give you an indication of how safe your vehicle is, but it falls into the owners' hands to mitigate the risk of something going wrong," says Drive TV host Trent Nikolic.

Shockingly, statistics from the National Road Safety Strategy show 1200 people are killed each year on Australian roads with a further 40,000 people seriously injured.

Australian motor racing champion and driver safety expert, Ian Luff, joins Trent to share the common costly mistakes he has seen behind most crashes on Australian roads. "Cars don't crash, people do. Nearly all crashes are related to human error and road carnage is nearly a \$24 billion problem per annum," says Ian.

*Drive Safer* steps travellers through key safety considerations every driver should check off before their next journey. Including the simple tyre test everyone can perform themselves at home, tips for connecting trailers and caravans, packing practicalities for safe weight distribution and common driver behaviour habits to watch out for.

"The consistent message we hear at Drive and can see via the industry experts we feature in this premiere episode of Drive TV is a need for mandatory towing endorsement on licences Australia-wide," says Drive's Director of Content, James Ward.

"The alarming frequency of trailer-related accidents underscores the pressing need for better knowledge about safe towing practices versus the laid-back 'she'll be right' approach we currently see in play," said James.



## MEDIA RELEASE

“At Drive, we’re encouraging all Aussie motorists to voice their sentiment and join our campaign for a nationally recognised towing mandate. We’re calling for drivers to be appropriately trained and endorsed to tow anything that requires a brake trailer,” says James.

**Visit [drive.com.au](https://drive.com.au) to have your say on a nationally recognised towing endorsement.**

With a unique audience of 3.7 million viewers reaching 1 in 5 Australian viewers across metro areas\* and 50 episodes aired since January 2022, Drive TV continues to entertain audiences and educate drivers to create a safer driving experience for all Australians.

**Tune in for Drive TV *Drive Safer* at 1PM Sunday 24<sup>th</sup> September on 9Network.** All previous episodes are available for streaming on 9Now: <https://www.9now.com.au/drive-tv>

**END**

**Press contacts:**

PR & Trade Communications Manager, Drive  
Hayley O’Grady  
E. [hayley.ogrady@drive.com.au](mailto:hayley.ogrady@drive.com.au)

Senior Communications Manager, Nine  
Adrian Motte  
E. [amotte@nine.com.au](mailto:amotte@nine.com.au)

**About Drive:**

Drive.com.au showcases the best of all things automotive, with its team providing trusted advice and helping to simplify the Australian motoring landscape for all types of drivers. Over 3m Australians visit its network each month, where over thousands of articles and over 200 videos are published each year.