



# Media Release

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## **Bridgestone sponsors NZ Road Transport Hero Award**

Bridgestone NZ Ltd will sponsor the New Zealand Road Transport Hero Award for the next three years, Road Transport Forum Chief Executive Ken Shirley announced today. "We are very pleased that a company with the standing of Bridgestone NZ has recognised the significance of this award and has offered to lend its support to it.

Commercial truck drivers travel hundreds of millions of kilometres covering all of New Zealand and, inevitably they come across accidents or situations where someone's life is at risk. Their actions have literally been the difference between life and death in many instances. The Road Transport Forum believes that it is time the bravery and cool thinking these drivers display in a crisis situation is recognised and rewarded. This is why the Forum has initiated the NZ Road Transport Hero Award and we are delighted that Bridgestone is equally enthusiastic about its merits.

Bridgestone New Zealand's Group General Manager, John Staples explains; "Bridgestone is passionate about the trucking industry in New Zealand, so we're naturally thrilled to be part of an initiative that really acknowledges those serving within the industry that have gone above and beyond their call of duty. We'll certainly enjoy seeing them receive the accolades they deserve."

The inaugural NZ Road Transport Hero award will be presented at the Road Transport Forum Annual Conference in next month in Christchurch, Mr Shirley says.

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