

**For Immediate Media Release**

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## Striking Industry Support - National Road Safety Strategy

**Brisbane, Friday 27 May 2011:** It's an all too common occurrence to see distracted drivers using their mobile phones illegally while driving and endangering all those around. According to the Department of Infrastructure and transport, on average four people are killed and 90 are seriously injured every day on Australia's roads, with mobile phones and distracted drivers a key focus for the federal government's recently launched National Road Safety Strategy 2011-2020.

The National Road Safety Strategy 2011-2020 aims to bring the government and industry officials together to reduce the road toll, and importantly, to ensure that motorists are educated about the dangers of not using a safety approved hands-free device whilst driving.

Chris Ryan, CEO of Strike, a leading in-car technology provider, is a firm supporter of the National Road Safety Strategy's aim to strengthen education and enforcement measures to improve compliance around existing mobile phone laws whilst driving.

"Here at Strike we are passionate about motoring related safety products and we take the time to provide education about all the in-car technologies we supply. For our installed products especially, an installer comes out and installs the device for a customer and makes sure it best works with the vehicle to ensure compliance and safety."

Strike is an advocate for working with key officials to continue to promote Bluetooth safety and road safety in general. Strike also has products in its range such as daytime running lights and reversing sensors, all of which are proven to reduce road accidents. Daytime running lights in particular are becoming mandatory in European countries and Strike believes Australia is set to follow in the coming years.

To view Strike's range of safety focused in-car technologies, visit [www.strike.com.au](http://www.strike.com.au)

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**Media/PR enquiries for Strike, please direct to Strike's Publicity Agency:**

To view Strike's new product range or to enquire about receiving a media sample for review, please contact Strike's publicist on 0410 296 860 or via email at [rachael.williams@touchpointmarketing.com.au](mailto:rachael.williams@touchpointmarketing.com.au)