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FOR IMMEDIATE RELEASE

Strike launches a road safety video that people will actually watch

BRISBANE, Feb. 11, 2015 – The number of registered passenger vehicles and smartphone penetration increases every year. This makes the country vulnerable to road crashes involving mobile phone usage whilst driving.

In Queensland alone, more than 170 casualties were reported as a result of crashes involving mobile phone from 2007 up until 2011. According to authorities, police are not always able to determine whether a driver/rider was using a mobile phone at the time of a crash and it is therefore likely to be under-reported.

Last year, a video of a covert police officer went viral when he started to record himself catching drivers who are illegally using their handheld mobile phone whilst driving. The video showed that many drivers often use their mobile phones when they do not see authorities nearby. Moreover, WA implemented tougher traffic offences Q3 of 2014, with the hope that motorists will take the law more seriously with increased penalties.

Determined to increase the impact of road safety campaigns, the Strike team launched a humorous video in an attempt to capture the public's attention. The said video explains the benefits of having a commercially manufactured cradle in your car.

Strike CEO Chris Ryan said, "Although this video has a light and comedic approach, we hope that viewers would understand the importance of safety driving. Thus, we want to make sure that we always respond to the needs of our customers to stay safe and connected whilst driving."

The video is currently uploaded on Strike's Facebook and Youtube accounts.

Facebook Video Link:

<https://www.facebook.com/video.php?v=862885643762893&set=vb.243997662318364&type=2&theater>

Youtube Video Link: <https://www.youtube.com/watch?v=eDRXh6TpcM4>

About Strike Group:

Strike Group is Australia's leading provider and manufacturer of innovative car technologies. Strike integrates innovative design and seamless engineering in all of its products. The company now exports to 72 countries having appointed key partners in the American and European market.

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