

carsales takes a stake in road safety

Australia's number one classified site for cars and motorbikes to work with a wide range of interest groups and road safety bodies in 2015 to help make the country's roads safer – for all users.

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Melbourne - This week sees the start of the carsales positive road safety campaign; and what better way to launch the campaign than by working with one of Australia's greatest sporting heroes?

Carsales has worked with Cadel Evans in the run up to the inaugural Cadel Evans Great Ocean Road Race to produce a community campaign promoting road sharing and responsibility among drivers and cyclists.

The annual economic cost of road crashes in Australia is enormous at an estimated \$27 billion per year. This is the equivalent of 18 per cent of health expenditure and 1.8 per cent of Gross Domestic Product (2012-13)¹ and the social impacts are devastating.

While the numbers of vehicle occupant deaths is trending down, there is an increasing risk for motorcyclists, pedal cyclists, older drivers and drivers in remote communities². These trends, combined with population increases, make it challenging for the country to move to a zero road toll and underpin the search for new ways to further reduce road trauma.

"It is important for all road users to take responsibility for road safety, said Greg Roebuck, carsales.com Ltd CEO. "We all have the same rights and responsibilities on the road and it is important that all road users respect this. The only way we are going to improve the safety of all road users is for all of us to take responsibility, respect all road users and learn to share the road effectively".

There is a great deal that needs to be done to improve safety for all road users - safer roads and roadsides, addressing excess speed, more education, development of safe vehicles and safer road use. There is a glaring need for all road users, be they car drivers, cyclists, motorcyclists, pedestrians, truck or commercial drivers, to take greater responsibility and be accountable for their actions.

The Cadel Evans campaign kicks off the program which will run for the whole of 2015 and will include campaigns aimed at all of those most likely to be affected by road trauma, such as young drivers, elderly drivers, cyclists, pedestrians, motorbike riders and truck drivers.

Carsales supports safer roads for all users and believes only together can we make the roads safer.

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Notes:

- 1 - Department of Infrastructure and Regional Development BITRE Research Report 140 -2014
- 2 - Department of Infrastructure and Regional Development BITRE Research Report 140 -2014

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About carsales.com Ltd

carsales.com Ltd (ASX:CRZ.AX) (OTCMKTS:CSXXY) listed on the ASX in 2009 and is the largest online automotive, motorcycle and marine classifieds business in Australia; attracting more Australians interested in buying or selling cars, motorcycles, trucks and boats than any other classified group of websites. carsales.com Ltd's first revenues were reported in the financial year 1998.

carsales.com.au is Australia's number one automotive classified website used by 1.39 million people each month for over 1.5 hours each on average according to Nielsen. The carsales network of websites also includes CarPoint.com.au, bikesales.com.au, RedBook.com.au as well as leading boat, caravan, and truck and machinery classified websites and in July 2014 attracted a unique audience of over 2 million.