

## **Motorists urged to kill spills and save lives**

**Issue Date:** 27/07/2010

Photo call

When: 3pm on Friday August 6

Where: RG Bassett and Sons, Tittensor, ST12 9HD

A haulage company in Staffordshire is helping to drive home a potentially lifesaving message to motorists as part of a hard hitting campaign.

RG Bassett and Sons will be joining forces with Staffordshire Safer Roads Partnership to launch the initiative on Friday, August 6.

The Tittensor based firm is supporting the campaign and calling on HGV and lorry drivers to kill spills and save lives.

The partnership will be handing out eye catching stickers to haulage companies, farmers and bus operators across the county.

The stickers should be displayed next to the fuel filler cap to warn motorists not to overfill the tank.

Latest figures released by the Department for Transport reveal that motorcyclists are twice as likely to be involved in serious or fatal accidents due to diesel spillages in comparison with ice.

The statistics soar to three times more likely when compared to motorcycle accidents involving mud on the road.

In Staffordshire, 21% of those killed or seriously injured on the roads are motorcyclists even though they represent just 1% of traffic.

Staffordshire County Councillor Mike Maryon, Cabinet Member for Road Safety, said "Overfilling the fuel tank or not re-fitting the cap correctly can lead to spills on the road which as well as being difficult to see, are as slippery as black ice to motorcyclists.

"We are contacting all haulage companies in the county in the hope that they will support this potentially life saving initiative. We are also taking the opportunity to remind road users that if they are aware of any fuel spillage to contact Staffordshire County Council's highways hotline on 0300 111 8000 who will arrange for it to be made safe as a priority.

"Working together with local companies such as RG Bassett and Sons is a key factor in the success of this scheme and by doing so we can make a massive difference in reducing biker fatalities in Staffordshire."

Leonard Bassett, Director of R. G. Bassett and Sons, added: "We are always pleased to support initiatives that help to promote the safety of both motor cyclists and all other road users."