



ITIA Campaign for Road Safety October 7 -13 2019

Campaign will include:

- A joint initiative with NTDA to promote All Island Tyre Safety
- Roadside Awareness during October 1st – 6th where An Garda Síochána and PSNI will carry out tyre checks at specific checkpoints and give advice to consumers prior to Road Safety Week. Gards will have a tyre expert present to provide the advice
- October 1st – All Island launch with all parties with a joint Press Release with ITIA/NTDA/RSA/Gards/PSNI/AA
- Social Media campaign
- Member sites promoted through ITIA Directory
- National radio advert promoting ITIA member companies
- Motorway advice notices via Transport Infrastructure Ireland
- Local Authority notices where appropriate
- ITIA members will support RSA and others in tyre safety awareness at events
- Supermarket Trolley keys available to members as giveaways