

MEDIA ALERT

TO: ALL NEWS EDITORS/TRANSPORT JOURNALISTS

DATE: 7 June 2018

RTIA PARTNERS WITH COMRADES MARATHON ASSOCIATION FOR SAFER ROADS.

The Road Traffic Infringement Agency (RTIA) is delighted to announce that it has taken up the branding rights of the Comrades Lead Bicycles. The six cyclists, branded in customised RTIA cycling kit, will travel the 90.184km route together with the frontrunners; three will follow the Men's Race while the other trio will keep pace with the Leading Women.

As part of the build up to the race, RTIA Mobile Office will be running the "Know your Traffic Fine Status" #Cava-i-status campaign at the Comrades Expo at the Durban Exhibition Centre from 7-9 June 2018. The mobile customer information services are aimed at reaching out to road users and making them aware of the options they have under the Administrative Adjudication of Road Traffic Offences (AARTO) Act.

Six top cyclists from KwaZulu-Natal Cycling will lead the Top Three Men and Women at this year's Comrades Marathon whilst also showcasing RTIA as a sponsor to the event. The 93rd edition of the world's biggest and oldest ultra-marathon, the Comrades Marathon Association's (CMA) Organising Committee is pulling out all the stops to ensure a phenomenal race day, come Sunday, 10 June 2018.

The Registrar of RTIA, Japh Chuwe says, "RTIA believes in partnering with key stakeholders such as the Comrades Marathon Association in a concerted effort to drive road safety programmes towards changing behavioural patterns on our roads. The RTIA calls upon all road users to obey the laws of the road so that we all experience a wonderful race for the 93rd time".

CMA General Manager, Chris Fisher says, "We are confident that the RTIA Lead Bicycle Rights will add great value to the overall branding strategy of the Road Traffic Infringement Agency's sponsorship activations on race day. We are pleased to be working more closely with this organisation."

Fisher adds, "The RTIA will enjoy great television exposure with this sponsorship."

The Comrades Lead Bicycles have been part of the race for nearly 15 years, keeping pace with the Comrades leading men and women; ensuring their safety and clearly identifying the leading athletes along the route.

The RTIA is an agency of the Department of Transport responsible for implementation of the Administrative Adjudication of Road Traffic Offences (AARTO) Act that encourages compliance with road traffic laws in South Africa.

*****ENDS*****

Statement issued by the Road Traffic Infringement Agency and Comrades Marathon Association.

Road Traffic Infringement Agency

Journalists requesting telephonic interviews are requested to arrange with Mthunzikazi Mbungwana on 083 784 7594 or email: Mthunzi.Mbungwana@rtia.co.za

Enquiries: Mr. Monde Mkalipi, 0833055212 or email Monde.Mkalipi@rtia.co.za

Comrades Marathon Association

For an interview, please call CMA General Manager, Chris Fisher on 071 883 6919

For more information, please call Delaine on 083 949 2837