

ELSEWHERE IN THIS NEWSPAPER YOU'LL PROBABLY FIND AT LEAST ONE STORY RECORDING YET MORE DEATH ON OUR ROADS. It seems that every week we learn of another heart-rending tragedy: a toddler mown down on the sidewalk; a woman left dead and two others horrifically injured by a driver who ran off; and a woman killed on a pedestrian crossing by a driver using his cellphone. In each case the driver was under 25 years old. Last year more than 5,000 young people were killed or injured on our roads.*

MEANWHILE Holden, as a manufacturer of motor vehicles, felt that we should do something to stem the carnage. What is the point of creating safer cars if we can't help create safer drivers to drive them? So when we were approached by musician Billy TK Jnr in 2008 about a road safety programme aimed at young drivers, we sat up and listened. We brought along racing driver Greg Murphy, who is equally passionate about safety on our roads, and we put our might behind Holden Driving Towards a Future.

AND THE QUICK DEAD

SO WHAT IS GOING WRONG? Sometimes it's the result of drink, sometimes bravado, sometimes anger. Almost always it's due to inexperience and inattention. We allow our young on to the roads before they're ready. Armed with a brand new licence, very little training and half a tonne of steel, teenagers take to our roads imagining they're bulletproof. All too often mayhem ensues. They kill or maim themselves, and they kill or maim others. It has to stop.

The government has acknowledged the problem, and the resulting 'Safer Journeys' initiative is addressing the issues to some degree.

IT'S AN EDUCATIONAL roadshow that tours high schools with a blunt message. Don't speed. Don't drink and drive. Don't travel with a drunk driver. And be aware of the dangers around you. Holden Driving Towards a Future is harrowing, forceful and effective.

So far this year, Billy and his team have visited over 70 schools but it obviously takes time. Meanwhile the deaths continue. So we've recorded the roadshow and edited it for the web. Please watch it, and urge young people to watch it. It only lasts a few minutes, but it could add decades to their lives. Join the debate on [facebook.com/holdennz](https://www.facebook.com/holdennz) or check out [insideholden.co.nz/HDTAF](https://www.insideholden.co.nz/HDTAF).

*SOURCE: MINISTRY OF TRANSPORT OVERVIEW OF CRASHES