

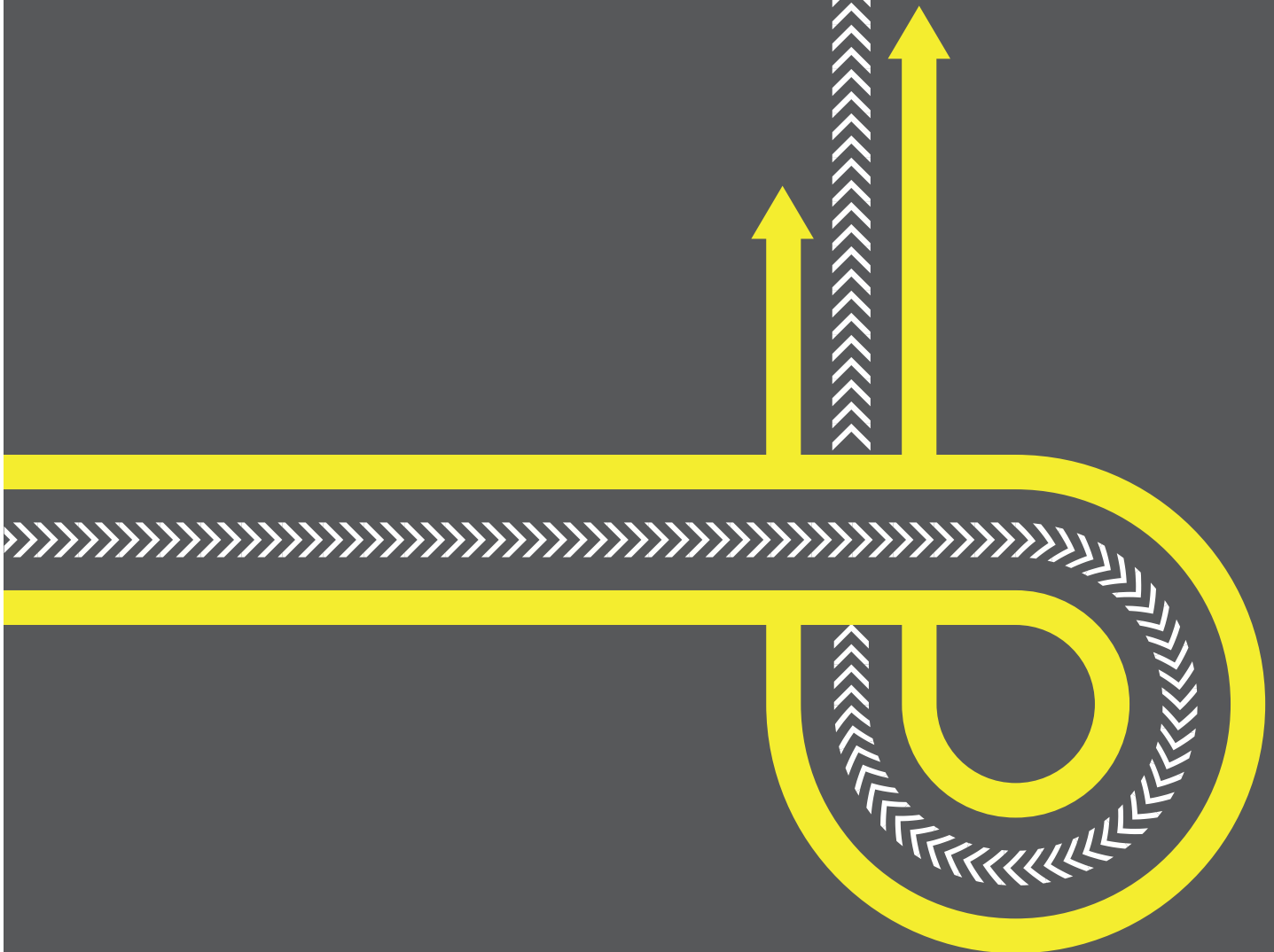
LET'S DRIVE CHANGE

TOGETHER WE CAN MAKE ROADS SAFER

Our vision is a world where roads are safe for all people. Working collaboratively, we want to improve the safety of roads so that road traffic collisions are no longer one of the leading causes of death and injuries.



TOGETHER FOR SAFER ROADS





TOGETHER FOR
SAFER ROADS

WHAT WE'RE DOING

Together for Safer Roads (TSR) is an innovative coalition that brings together global private sector companies to focus on improving road safety and reducing deaths and injuries by road traffic collisions. Its founding members are Anheuser-Busch InBev, AIG, AT&T, Chevron, Ericsson, Facebook, IBM, iHeartMedia, PepsiCo and Walmart. TSR uses the knowledge, data and technology, and global networks of members to promote:

- > **Safer roads, vehicles and systems;**
- > **Safer road users; and**
- > **Advocacy and thought leadership.**

Our members will also focus on scaling industry best practices that draw on cross-industry expertise. An Expert Panel of eminent leaders in road safety – drawn from academia, NGOs, governments and international organizations – will advise the coalition on its focus areas and activities. Working collaboratively, TSR coalition members want to improve the safety of roads around the world so that road traffic crashes are no longer one of the leading causes of death and injuries.

We invite more companies to join us.

We can do more when we act together.

“A solution to the global road safety crisis can be achieved only through multi-sectoral collaboration and partnerships among all concerned in both the public and the private sectors, with the involvement of civil society.”

UN Resolution on Improving Global Road Safety, 2012

WHY

8th

leading cause of death

Road traffic accidents are currently the 8th leading cause of death globally, and without intervention expected to become the 5th leading cause of death by 2030.

1.3m

fatalities every year

Nearly 1.3 million people die every year from traffic collisions and up to 50 million more sustain non-fatal injuries that cause a wide-range of disabilities.

15-29

year olds most affected

Road traffic accidents are the #1 cause of death among 15 to 29 year olds.
