

Ctrack, Arrive Alive continues road safety partnership

Global vehicle tracking and fleet management solution company, Ctrack, will continue its partnership with Arrive Alive, making 2016 the thirteenth consecutive year the two companies will be working together on promoting road safety.



Adv Johan Jonck of Arrive Alive at the Ctrack stand during last year's annual TruckX Expo held at the Sandton Convention Centre.

Driven by Advocate Johan Jonck, the website [Arrive Alive](#) is well-known for its coverage on a range of issues pertaining to road safety. These include daily traffic reports, information on safe driving techniques and reporting on road conditions in South Africa.

Ctrack was the first and one of the main sponsors of the Arrive Alive initiative. "Ctrack and Arrive Alive have two things in common, namely to promote road safety and save lives. Our products are about so much more than recovering your stolen or hijacked vehicle: we are concerned with promoting better driving habits and creating awareness around truck and vehicle safety," said Pierre Bruwer, MD of Ctrack SA.

An informed road user can be a safe road user

Through its partnership with Ctrack, the Arrive Alive Online Initiative reached 1,027 million visitor sessions on its website in 2015, as well as an additional 1,2 million visitor sessions on the Road Safety and Insurance blogs. The initiative also has a strong presence on social media channels such as Facebook and Twitter.

Jonck launched the Arrive Alive website in 2003, with the vision to develop an effective road safety information portal that will enhance public awareness of road safety. According to Jonck, it is a personal commitment towards creating road safety awareness in memory of a parent he lost in a car crash.

“When we started this relationship, it was one of our objectives to work together towards the development of an effective information portal on road safety. We believe that an informed road user can be a safer road user” Jonck said.

“We are well aware that Ctrack, as a leader in vehicle telematics technology, are committed to using technology in the efforts to make roads safer for all road users. Through this continued partnership, we will further enhance our information offering to road users, not only in SA but across the globe through various platforms,” Jonck concluded.

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