

SA landscapes through the eyes of truck drivers

 By [Cari Van Wyk](#)

7 Sep 2016

Truck drivers spend hours on the road, travelling the country from corner to corner. Barloworld Transport partnered with website and app development company, Hello Square and some of South Africa's top Instagrammers for an innovative Instagram campaign - #ViewFromTheRoad - to showcase South Africa's beautiful landscapes as seen through the eyes of long-haul truck drivers.

Instagrammers take shots of the view from the road as seen by the truck drivers to visually showcase their journeys. This campaign is open for contributions from photographers/Instagrammers alike, who can submit their work by tagging [@barloworldtransport](#) in their Instagram photo.

A few months into the campaign, the Instagram account now boasts a collection of beautiful and unique images that celebrates the magnificent views South Africa has to offer. Here are the top 10 views from the road:

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Better to see something once, than hear about it a thousand times. - Asian Proverb #viewfromtheroad
#barloworldtransport #meetsouthafrica #southafrica #roadlovers #openroad #ontheroad
#beautifuldestinations #roadshots #fromwhereisit #thisissouthafrica #southafricaletsme #shotleft
#capetown #ilovecapetown #cityofcapetown

A photo posted by BarloworldTransport (@barloworldtransport) on Aug 12, 2016 at 1:08am PDT

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A scenic drive along the Cape Peninsula. #viewfromtheroad #barloworldtransport #meetsouthafrica #southafrica #roadlovers #openroad #ontheroad #beautifuldestinations #roadshots #fromwhereisit #thisissouthafrica #southafricaletsme #shotleft #wanderlust #exploremore #capetown

A photo posted by BarloworldTransport (@barloworldtransport) on Aug 13, 2016 at 6:53am PDT

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As far as the eye can see..... We love this beautiful shot by @brad_mathieson 💎💎 #viewfromtheroad #barloworldtransport #meetsouthafrica #southafrica #roadlovers #openroad #ontheroad #beautifuldestinations #roadshots #fromwhereisit #thisissouthafrica #southafricaletsme #shotleft #exploremore #wanderlust #sutherland #regram

A photo posted by BarloworldTransport (@barloworldtransport) on Aug 7, 2016 at 11:27pm PDT

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South African roadblock as snapped by @thatcapetowngirl - we love this (and your feed!) #regram #repost #viewfromtheroad #oudtshoorn #southafrica #southafricaletsme #roadshots #roadlovers #wanderlust #exploremore

A photo posted by BarloworldTransport (@barloworldtransport) on Jun 27, 2016 at 10:39pm PDT

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A lazy river meanders slowly towards the sea. #viewfromtheroad #barloworldtransport
#meetsouthafrica #southafrica #roadlovers #openroad #ontheroad #beautifuldestinations #roadshots
#fromwhereisit #thisissouthafrica #southafricaletsme #shotleft #george #gardenroute

A photo posted by BarloworldTransport (@barloworldtransport) on Aug 20, 2016 at 12:05pm PDT

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The lights twinkle as the city comes to life. #viewfromtheroad #barloworldtransport #meetsouthafrica
#southafrica #roadlovers #openroad #ontheroad #beautifuldestinations #roadshots #fromwhereisit
#thisissouthafrica #southafricaletsme #shotleft #capetown #oudekraal

A photo posted by BarloworldTransport (@barloworldtransport) on Aug 10, 2016 at 11:43pm PDT

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Sunrise or sunset? Each beautiful in their own way. Which one leaves you breathless?

#viewfromtheroad #southafrica #meetsouthafrica #beautifuldestinations #roadshots #fromwhereisit
#thisissouthafrica #southafricaletsme #shotleft #exploremore #wanderlust #kwazulunatal #gottaluvkzn
#kzn A photo posted by BarloworldTransport (@barloworldtransport) on Jul 7, 2016 at 1:08am PDT

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Even the clouds have gathered to see us through the pass. #viewfromtheroad #southafricanskies

#meetsouthafrica #southafrica #southafricaletsme #thisissouthafrica #fromwhereisit #openroad
#ontheroad #wanderlust #exploremore #storm #johannesburg

A photo posted by BarloworldTransport (@barloworldtransport) on Jul 8, 2016 at 10:55pm PDT

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In the mist of difficulty lies opportunity ~ Oprah Winfrey #viewfromtheroad #barloworldtransport
#meetsouthafrica #southafrica #roadlovers #openroad #ontheroad #beautifuldestinations #roadshots
#fromwhereisit #thisissouthafrica #southafricaletsme #shotleft #exploremore #wanderlust #kokstad

A photo posted by BarloworldTransport (@barloworldtransport) on Jul 22, 2016 at 2:05am PDT

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The South African Countryside. Beautiful shot by @sam.ayres <---- 💎💎 #viewfromtheroad
#barloworldtransport #wanderlust #exploremore #southafricaletsme #thisissouthafrica
#meetsouthafrica #openroad #roadlovers #ontheroad #roadshots #knysna #capetown #scenic
#regram

A photo posted by BarloworldTransport (@barloworldtransport) on Aug 2, 2016 at 1:50am PDT

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ABOUT CARI VAN WYK

Cari Coetzee is a contributor to Bizcommunity Tourism, Agriculture and Lifestyle.

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