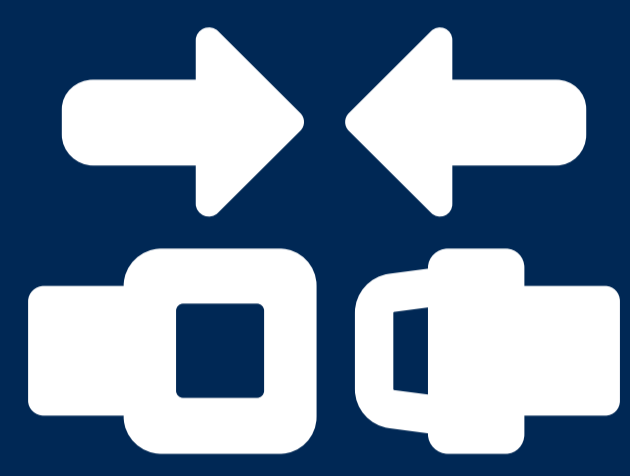




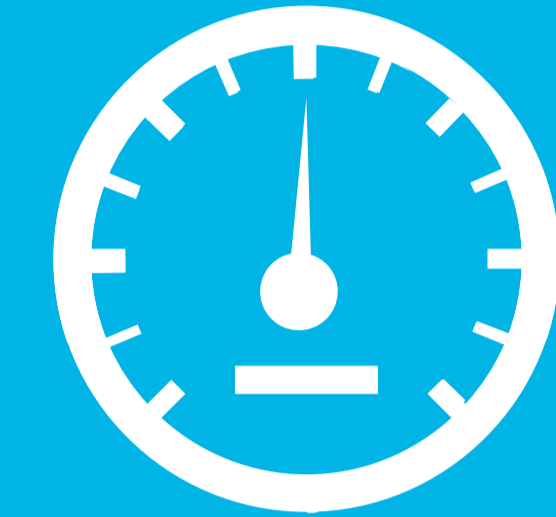
# STAY SAFE ON THE ROAD



BUCKLE UP



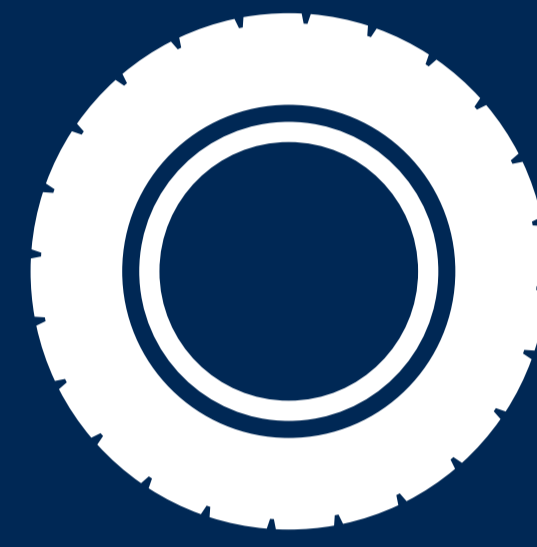
USE A CHILD  
SAFETY SEAT



OBEY THE  
SPEED LIMIT



DON'T TEXT  
AND DRIVE



CHECK YOUR  
TYRES



NEVER DRINK  
AND DRIVE



CHECK  
YOUR VISION



STAY BRIGHT



ALWAYS  
PAY ATTENTION



SLOW DOWN  
FOR KIDS



WEAR A  
HELMET



STOP WHEN  
YOU'RE TIRED



WATCH OUT  
FOR PEDESTRIANS

## FOLLOW THE FIA'S GOLDEN RULES

TODAY **3,500 PEOPLE** WILL DIE ON THE ROAD

ROAD CRASHES ARE THE **#1 KILLER**  
OF 5-29 YEAR OLDS

**WE ALL HAVE A ROLE TO PLAY**  
TO MAKE ROADS SAFE

**SUPPORT THE MANIFESTO  
FOR GLOBAL ROAD SAFETY AT  
[FIA.COM/3500LIVES](http://FIA.COM/3500LIVES)**

SUPPORTED BY FIA ACTION FOR ROAD SAFETY PARTNERS

**ESSILOR**

