

Caltex RoadStar rewards 50 safe drivers

**Dh50,000 in prize
money given away
as week-long
campaign concludes**

DUBAI

Staff Report

The 29th Caltex RoadStar campaign ended yesterday with as much as Dh50,000 in prize money awarded to drivers from Abu Dhabi, Sharjah and Dubai. 10 motorists each won Dh1,000.

The campaign, in its 16th year, focuses on spreading traffic safety awareness and rewards safe drivers.

The campaign began on March 3 in the capital, moving on to Sharjah on March 5 and on to Dubai on March 6 and 7.

Winner of the Dubai Award

for Sustainable Transport (DAST) in 2009, the campaign is organised by Ciel Marketing and Events in cooperation with the Emirates Motor Sports Federation (EMSF) and the support of police departments in all emirates.

Good habits

Drivers who observe basic principles of good driving such as wearing seatbelts, using child safety seats, use indicators and hands-free mobiles, observe lane discipline and display courtesy in addition to adhering to speed limits are rewarded by the organisers.

Apart from Caltex, the campaign is co-sponsored by co-sponsored by AXA Insurance and Nissan, with *Gulf News*, *Wheels* and *Radio 2* as the Media Partners.