

Press release

Genuine alcohol-free *Passion*

One of Europe's most renowned drink mixers, Silje Takle, has developed SAFEROAD® *Passion* – a new alcohol-free drink for those who have to drive home.

The drink was developed in cooperation with SafeRoad, Europe's leading supplier of traffic safety solutions.

Depressing statistics

In 2008, almost 39,000 people died in road traffic incidents in the EU, and statistics show that almost a quarter of these were alcohol-related. This means that alcohol use in traffic leads to almost 10,000 fatalities a year.

- As a supplier of traffic safety solutions we have an important social responsibility. A more light-hearted initiative, such as launching SAFEROAD® *Passion*, helps demonstrate that various measures are successful, and it is in line with the group's values of consideration and respect, says Njål Aklestad, Communication Officer of SafeRoad.

Ellen Townsend is the Policy Director of the European Transport Safety Council (ETSC), an independent organisation working to reduce the number of road traffic incidents in Europe.

- There ought to be a self-evident zero tolerance for getting behind the wheel after a night on the tiles. Unfortunately this is not the case today, says Townsend.

Increased demand

Silje Takle, who created the drink, has won several awards for her compositions – both with and without alcohol as an ingredient. She recently won the Scandinavian Championship held in Oslo. Takle is keen to offer the group of people that can't or won't drink alcohol a similar selection to the one other guests enjoy.

- Drinks are very popular right now, and we have noticed an increased demand for alcohol-free alternatives. However, most people probably have more boring alternatives such as soft drinks and coffee in mind when they think of alcohol-free beverages. By offering them a fantastic alcohol-free drink, the guests will be positively surprised – and will see this as a good alternative to drinking alcohol the next time they go out, says Takle.

SAFEROAD® *Passion* will be launched at the Intertraffic exhibition held in Amsterdam on 23-26 March 2010.

For more information, please contact

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About SafeRoad

SafeRoad Group is a leading supplier of traffic safety solutions. The group has 1,600 employees in 9 countries and a turnover that last year totalled EUR 330 million. The group has several divisions, including Infrastructure, Road Signs and Road Marking. Please visit www.saferoad.com