**PRESS RELEASE**

New Champion brand ambassador highlights importance of road safety

***19 November, 2014:*** *Popular traffic reporter* ***Rob Byrne****, who is a trusted voice on Metro FM and relied upon by over 145 000 Twitter followers for accurate traffic updates, has been officially named by global powertrain and vehicle safety technology leader Federal-Mogul as the South African brand ambassador for the company’s Champion range of products.*

For over 100 years, the iconic Champion brand has been recognised as a world leader in the manufacture of after-market vehicle components that ensure driver safety, such as spark plugs, filters and wiper blades. As the new Champion brand ambassador, Byrne notes that road safety is a particular concern during holiday periods, where there is increased congestion on the roads.

Together with Champion, Byrne aims to highlight the importance of road safetyfor drivers, their passengers, and pedestrians. “By working with Champion, we have an opportunity to highlight the importance of road safety, hopefully making a difference to the way people drive and conduct themselves on the road. Coming up to the holiday season, road safety is an increasing concern.”

During major holiday periods, particularly Easter and Christmas, road deaths in South Africa spike.Driving conditions are also made worse by seasonal rain. Byrne states that one aspect of road safety that people often neglect is the importance of having fully functioning windscreen wipers.“If a driver is caught in the rain and the windscreen wipers do not work, visibility is greatly reduced and it is dangerous for the driver and other people on the road.”

When people do safety checkson their cars, they ofteninspect theheadlights, indicators and taillights to ensure that they are working. They also check that their tyres have enough pressure, but very few people consider their windscreen wipers until they are on the road and it is raining.

“A simple road safety message is, if people are going to be driving long distances and they know there is a chance of rain, make sure that the windscreen wipers are in working order, as it will make visibility on the road a lot better,” adds Byrne.

In addition to ensuring that all aspects of the vehicle are in good working order, Byrne points out that there are other road safety aspects that people should take into consideration. These include; driving at the speed limit, stopping at stop signs, indicating when changing lanes, wearing a seatbelt, and driving in the left lane when driving slowly.

“If people obeyed the rules of the road, there would be a lot less incidents on the roads.By simply slowing down, people will notice a difference in their driving. They will notice the recklessness of other drivers and give themselves more time to react if there is a problem,” he continues.

Byrne believes that in addition to pointing out bad and reckless driving, good drivers should be acknowledged for abiding by the rules of the road. “We are looking for people that we can hold up as examples of roads champions. People who drive safely, looking after themselves, their family and the interests of others on the road. These people are champions and should be recognised.”

According to Byrne, there is a synergy between the work that he does as a traffic reporter and the products that Federal-Mogul supplies through its Champion range. “Through this partnership, we will be able to reach a larger audience, promoting road safety,” he concludes.

***Ends***

**Notes to the editor**  
There are numerous photographs specific to this press release. Please visit [http://media.ngage.co.za](http://media.ngage.co.za/) and click the Federal-Mogul link.

**About Federal-Mogul**Federal-Mogul Corporation is an innovative and diversified $6,7-billion global supplier of quality products, trusted brands and creative solutions to manufacturers of automotive, light commercial, heavy-duty and off-highway vehicles, as well as in power generation, aerospace, marine, rail and industrial. Federal-Mogul has two business segments, namely powertrain and vehicle components.

The powertrain segment focuses on original equipment powertrain products for automotive, heavy-duty and industrial applications. The vehicle components segment sells and distributes a broad portfolio of products in the global vehicle aftermarket, while also serving original equipment manufacturers with vehicle products, including; brake friction, chassis, wipers and other components. Federal-Mogul boasts four dedicated divisions in major centres in South Africa, including; Johannesburg, Durban, Port Elizabeth and Pine Town.

Federal-Mogul Corporationis a leading global supplier of powertrain and safety technology and innovation to improve fuel economy, reduce emissions and enhance vehicle safety. The company serves the world’s foremost original equipment manufacturers of automotive, light, medium- and heavy-duty, aerospace, marine, rail and off-road vehicles, as well as industrial, agricultural and power-generation equipment. It also provides well-known brands in the global aftermarket.

Federal-Mogul’s world-class global engineering, lean manufacturing and distribution network deliver best-in-class quality products and services at competitive cost. The company’s sustainable global profitable growth strategy creates value and satisfaction for its customers, shareholders and employees. Federal-Mogul was founded in Detroit in 1899. The company is headquartered in Southfield, Michigan, United States and employs 45,000 people in 34 countries.

Federal-Mogul’s aftermarket products are sold under a variety of well-known brands, including: Abex®, AE®, ANCO®, Beral®, Carter®, Champion®, FP Diesel®, Fel-Pro®, Ferodo®, Glyco®, Goetze®, MOOG®, National®, Necto®, Nüral®, Payen®, Precision®, Sealed Power®, Speed-Pro® and Wagner®. All Federal-Mogul trademarks are owned by Federal-Mogul Corporation, or one or more of its subsidiaries, in one or more countries.

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