



Nairobi, 18<sup>th</sup> December 2014

## **Bamburi Cement Limited boosts road safety with new online tracking system**

Bamburi's road safety campaign caravan kicked off today with an official stop over at their Bamburi Athi River Plant to showcase their online tracking system for their trucks to the National Transport and Safety Authority.

Having been flagged off on Monday 16<sup>th</sup> December, Bamburi's 'Wajibika' Road Safety Campaign Caravan, continued to traverse from Mombasa to Malaba spreading messages of road safety for all road users as well as conducting 'boda boda' training sessions for motorcyclists. Some of the stop-overs' the caravan was set to make for the week include Mariakani, Voi, Mtito Andei, Mai Mahiu, Longonot, Nakuru. Eldoret, Bungoma; among others before finally winding down in Malaba.

Speaking at the ceremony the Chief Guest the Cabinet Secretary for Transport, Eng. Michael Kamau, called upon Kenyans to be mindful of their fellow road users and emphasized the need for them to be responsible. "As we travel this festive season, it is important for all drivers to remember that the actions they take affect the lives of all road users and their families. Too many families are losing their loved ones all because of one driver who could not simply follow the rules of the road. We need to put a stop to this. Bamburi's 'Wajibika' campaign comes at an opportune time with all the travel that will be happening this festive

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season. We therefore ought to take responsibility as drivers, passengers, pedestrians and Kenyans at large” said Eng. Kamau.

Bamburi’s demonstration of their online GPS tracking system was received with great interest by the Mr. Lee Kinyajui, Chairman of the National Transport Safety Authority (NTSA) who are looking at having their own tracking system to promote road safety. “The ability to account for many of our drivers is a fast growing need that we are looking into satisfying. With this technology, I foresee safer roads and the growth of more accountable drivers,” said Hon. Lee Kinyanjui of the NTSA.

Mr. Matthew Munyao, Bamburi’s Group Health and Safety Manager emphasized the Company’s commitment to driving the Road Safety agenda. “ The road safety agenda as is a key initiative borne out of Bamburi’s core values of Health and Safety. As we roll out our 6<sup>th</sup> Annual Road Safety Campaign we urge you to join us and make our roads safer for all road users.”

**-ENDS-**

#### **NOTES TO THE EDITOR**

Lafarge Bamburi Group is the leading cement producing and marketing Group in the Eastern Africa region. Its subsidiaries include Hima Cement Ltd (Uganda), Bamburi Special Products Ltd and Lafarge Ecosystems Ltd. Bamburi Cement is a subsidiary of Lafarge.

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Located in 64 countries with 68,000 employees, **Lafarge** is a world leader in building materials, with top-ranking positions in its Cement, Aggregates & Concrete businesses. In 2011, Lafarge posted sales of 15.3 billion euros.

For the second year in a row, Lafarge ranked amongst the top-10 of 500 companies evaluated by the “Carbon Disclosure Project” in recognition of their strategy and actions against global warming. With the world’s leading building materials research facility, Lafarge places innovation at the heart of its priorities, working for sustainable construction and architectural creativity.

Additional information is available on the web sites at [www.lafarge.com](http://www.lafarge.com) and [www.lafarge.co.ke](http://www.lafarge.co.ke)

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