



Media Release

## CEAT's Drive Safe Dad Campaign Strums the Emotional Chords to the Safety Song

**16<sup>th</sup> March 2017, Mumbai:** Leading Indian tyre manufacturer CEAT Ltd. took a leaf out of its creative innovation catalogue as it launched its latest instalment of its Drive Safe Dad campaign. The focus is on discouraging dads from over-speeding their vehicles which is one of the major factors for road accidents. Keeping in mind CEAT's core idea of making mobility safer and smarter every day, the crux of this concept comes from the fact that parents tend to take road safety more seriously, when they hear it directly from their kids.

The idea is based on a simple premise, that drivers are often reluctant to fit speed sensors in their car. That's why we chose kids to persuade their fathers. Dads, on the other hand, loved this gesture as it subtly reminded them to drive within speed limits and served as a conscience meter.

The Drive Safe Dad 2 campaign originates from an innovative idea that blends emotions and technology in one package. In this initiative the dads received a personalized bobble head which is attached to the odometer of the vehicle. On over speeding, the device plays the recorded personalised message from their sons or daughters asking them to slow down. The [campaign video](#) uploaded on YouTube which takes you through this journey, has over a million hits already and is trending on YouTube India.

**Speaking on the occasion, Mr. Nitish Bajaj, Vice President-Marketing, CEAT Ltd., said,** *"The campaign taps into the love and bond shared between a father and his child, encouraging them to be more responsible on the road and follow the rules, more diligently. Drive Safe Dad is a unique concept that merges with our purpose of safety seamlessly and we intend to take more such road safety initiatives in future."*

**Speaking on the campaign, Mr. Kiran Anthony, Executive Creative Director, Ogilvy & Mather, said,** *"CEAT Drive Safe Dad Bobblehead is the latest initiative in CEAT's long standing commitment to fostering safety on Indian roads. Using a personalised reminder modelled on one's child helped drive behaviour change in an effective and endearing manner, without sounding preachy."*

CEAT has always been associated with road safety and has taken multiple initiatives to promote it in the past including, setting up Breathalyzers across Mumbai, tie-up with Party Hard Drivers, etc.

About CEAT Ltd ([www.ceat.com](http://www.ceat.com)):



CEAT, the flagship company of RPG Enterprises, was established in 1958. Today, CEAT is one of India's leading tyre manufacturers and has strong presence in global markets. CEAT produces over 15 million tyres a year and offers the widest range of tyres to all segments and manufactures world-class radials for: heavy-duty trucks and buses, light commercial vehicles, earthmovers, forklifts, tractors, trailers, cars, motorcycles and scooters as well as auto-rickshaws.

**About RPG Enterprises ([www.rpggroup.com](http://www.rpggroup.com)):**

Mumbai head-quartered RPG Enterprises is one of India's largest industrial conglomerates. With over 15 companies in its fold, the group has a strong presence across core business sectors such as Infrastructure, Tyre, IT and Specialty. Established in 1979, RPG Enterprises is one of India's fastest growing business groups with a turnover a turnover in excess of Rs.21,000 crore.

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