

Motoring

FRSC to motorists: Take it easy

The Federal Road Safety Commission (FRSC) has once again called on motorists to exercise caution this season in order to reduce high rate of road traffic accidents (RTA) that usually characterize festivities in the country.

Harping on the catchy slogan of its current campaign - *Take Am Jeje* - the corps marshal and chief executive of the commission, Mr. Osta Chidoka, advised drivers to shun habits and excesses that would endanger their driving, even as he identified over-speeding, tyre burst and careless overtaking, as some of the factors that contributed to accidents recorded so far by his commission.

Chidoka observed that owing to the nationwide activities of his men on the roads, there have been a reduction in the cases of RTA this year over the corresponding period last year.

The corps marshal reiterated the commission's commitment to continue addressing road safety matters to the extent limitations would permit, adding, however, that such constraints were being tackled.

The commission has disclosed that 32 accidents were recorded across the country during the Sallah celebrations and with three days to Christmas.

In Lagos, the zonal command of the commission (RS-2, comprising Lagos and Ogun states) has embarked on measures to make the roads safer during the season, with emphasis on Lagos-Ibadan, and Sagamu-Benin expressways.

Unfolding details of the special Christmas/New Year programme of road activities code-named *Operation Kasolayo*, the zonal commander, Mr. Adei A. Abu, said the all-encompassing special patrol arrangement by his men was in anticipation of "chaotic traffic bottlenecks in the coming days".

Abu, who spoke at a Press briefing in his office at Ojodu, Lagos, said: "The zone will be deploying

• Operation Kasolayo launched in Lagos



• Abu

308 officers and men, 15 patrol vehicles and eight motorbikes; while Ogun State TRACE will provide 40 officers and men, three patrol vehicles and seven motorbikes for a joint operation exercise which shall commence from December 18, 2007 and end on January 6, 2008".

The zonal commander disclosed that in line with

the partnership existing between the command and private tow-truck operators, the latter would be lending their support to the operation, while the police, LASTMA and other stakeholders, would also be collaborating with the commission.

He advised motorists travelling out of Lagos to use alternative routes, including Epe-Ijebu-Ode-Shagamu or Ijebu-Ode/Ibadan for those who would be taking off from Lekki/Ajah axis, while those travelling to the South-east and South-south are better off linking Ijebu-Ode-Ore-Benin stretch.

"Those travelling from Badagry, Okokomaiko, Alaba and Ojo axis are to use Agbara-Ota-Papalantog-Shagamu interchange to Ibadan, while those travelling from Mile 12, Ketu, Ikorodu axis are advised to use Ikorodu-Epe-Ijebu-Ode or Ikorodu-Shagamu or Ikorodu-Epe-Ijebu-Ode".

The command had earlier in the day flagged off the operation with a rally at the old toll gate where drivers were enjoined to contribute to making the roads safer. *Operation Kasolayo* features all FRSC zonal personnel, from the zonal commander, sector commanders and the unit commanders, down to the regular marshals and a good number of the administrative staff, all of whom were expected to be involved in the motorized patrols and route lining.

Daily Sun learnt that the emphasis by the FRSC on the Lagos-Shagamu expressway has led to a drastic reduction of the heavy traffic that usually characterize the activities of religious groups who have their camps along that stretch.

In his comments, the Lagos State zonal Commander, Mr. John Akolo, remarked that one of the most terrible and painful ways to die is to die in a road accident, adding "this is why we are embarking on this campaign".

Zero-percent finance scheme designed to help Nigerians own Nissan cars Sun Motors

Sun Motors, the auto company which stirred the market with its unprecedented zero-interest finance scheme launched last month in partnership with the United Bank for Africa (UBA), has explained that the unique offer was not profit-driven, but aimed at making it possible for the buying public to own new Nissan vehicles.

Commenting on the response of customers to the special Christmas offer, the marketing manager of Sun Motors, Mr. Amit Sharma, said his company and UBA embarked on the scheme because they were aware that many potential customers found it difficult to meet the month-

ly obligation of paying the costs of vehicles in finance schemes with high interest rates.

"When two companies come together in this kind of partnership, they pass on the benefits to the customer", Sharma told *Daily Sun*, disclosing that the package has recorded tremendous patronage since it was unveiled last month.

According to him, customers who wish to acquire Nissan vehicles through UBA over a period of one year are charged no interest at all over the payable balance after the down-payment. Those who prefer their purchases being funded over two years are charged 7.89 percent interest, while customers whose purchases fall within the three-year repayment plan pay 10.66 percent. The four-year option attracts 12.06 percent.

Other benefits of the scheme, the marketing manager disclosed, are free registration of the vehicle (in partnership with Cornerstone Insurance), installation of vehicle tracking device and free labour on first three services.

Some of the Nissan vehicles that can be purchased taking advantage of the offer, include *Pathfinder, Patrol, X-Trail* and *Murano*, as well as the *Dacia Logan*, another product close to the Nissan family in Nigeria.

One of the latest entrants into the competitive auto market in Nigeria, Sun Motors Limited, recently created ripples when it introduced an arrangement which made it possible for buyers to take immediate delivery of the vehicles of their choice, and commence payment on a later date (in 2008).

With the zero percent finance scheme coming so soon after the "pay later" offer, Sun Motors is making a name for itself as the marketer with some of the friendliest and most flexible packages.

The zero-percent finance scheme which officially end this week, is likely to be extended well into the New Year to enable more potential buyers to come on board, *Daily Sun* learnt early in the week.

Bauer promotes road safety as motopriests Ride-On with Xmas trips

A new dimension has been added, this Christmas/New Year season, to the usual welter of commercial and motoring-related activities taking place on the old toll gate on the Lagos-Ibadan / Shagamu expressway.

A firm of automotive products and services provider - Bauer Investments Ltd - has for many days now been enlightening motorists on the functions of its *Rule-On*, a new tyre puncture prevention gel introduced into the market recently.

The *Rule-On* team is also holding demonstration sessions where nails are hammered into inflated tyres without them losing their pressure. This is in addition to installing the product on the tyres of sundry vehicles, some of which are travelling out of Lagos.

Similar exercises are also holding in different parts of Lagos, according to the country representative of *Rule-On* and chief executive officer of Bauer Investments, Mr. Kayode Thomas, who explained that his firm was being motivated by the desire to contribute to safety on Nigerian roads by reducing the incidence of tyre problems, and therefore save lives.

Describing heat as tyre's worst enemy, Thomas disclosed that beyond sealing tyre punctures, "this product has cooling effect and so reduces blow-out", stating that it can be used on cars, four-wheel drive vehicles and heavy duty trucks running on new or *tokumbo* tyres.

Rule-On is a revolutionary gel that helps balance tyres and turn them into self-sealing, using fibres that are six times stronger than steel. *Rule-On* helps treated tyres maintain their pressure up to 500 percent better than untreated tyres. Properly inflated tyres that are balanced run cooler and last longer, less flexing, bounce and fatigue, equally elongate tyre's life - up to 25 percent or more", journalists were informed. A demonstration was held recently at Bauer's base in Ilupeju, Lagos.

Other important features of the product are: Can seal punctures of up to 1/4 inches in diameter; improves fuel economy by obviating resistance (maintaining proper tyre pressure) which can result in higher fuel consumption; harmless to tyres and wheels, rather inhibits corrosion; water dispersible (washes out with plain water leaving no residue); is non-inflammable, non-hazardous; can be used on retreaded tyres; and suitable for all weather conditions.

Thomas, who was flanked by a manager in Bauer, Mr. Ochei Moore and their consultant, Peter Osangbi, said more time is spent on educating vehicle owners on the use of the product and proper tyre care, especially inflation, than selling and installing.

Briscoeford rewards Ecosport, Ranger, Focus buyers

Those who intend to buy or have actually purchased, Ford vehicles this season, have a good reason to be glad they did. This is because one of Ford brand's marketers in Nigeria, Briscoeford, is currently rewarding its customers with sundry prizes for their patronage.

As part of the package, every Ford *Ecosport* or Ford *Ranger* purchased while the promotion lasts, will be rewarded with a home theatre music system or a camcorder, while the purchase of a *Focus* or *Everest* wins a 26" flat screen television set or a sound system.

Announcing the offer, the general manager of Briscoeford, Mr. Oseme Ogiagbe, disclosed that in addition to the gifts, every vehicle purchased during the period enjoys one-year free maintenance service. The promo ends on December 31, 2007.

Briscoeford, a division of R.T. Briscoe (Nigeria) Plc, ventured into the Ford business in 2005 with head office and showroom on Mobolaji Bank Anthony Way, Ikeja, Lagos. The company has been paying attention to after sales activities, especially training of independent mechanics and drivers/mechanics of fleet owners.



Kayode Thomas (left) and Ochei Moore at the Ride-On Safety campaign in Lagos