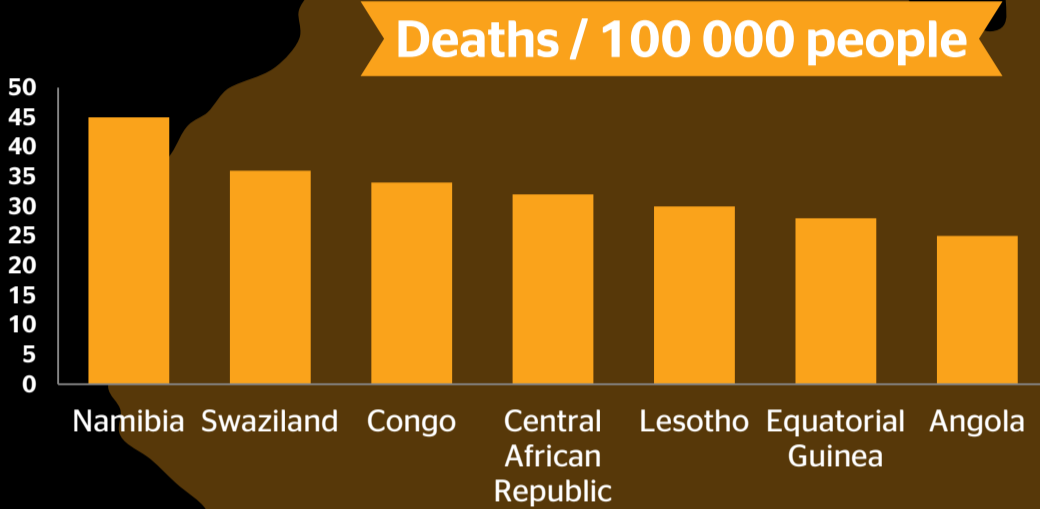


Vision Zero: The long way to zero road deaths

Our situation in Sub-Saharan Africa

Countries in Africa have the highest amounts of road accident fatalities



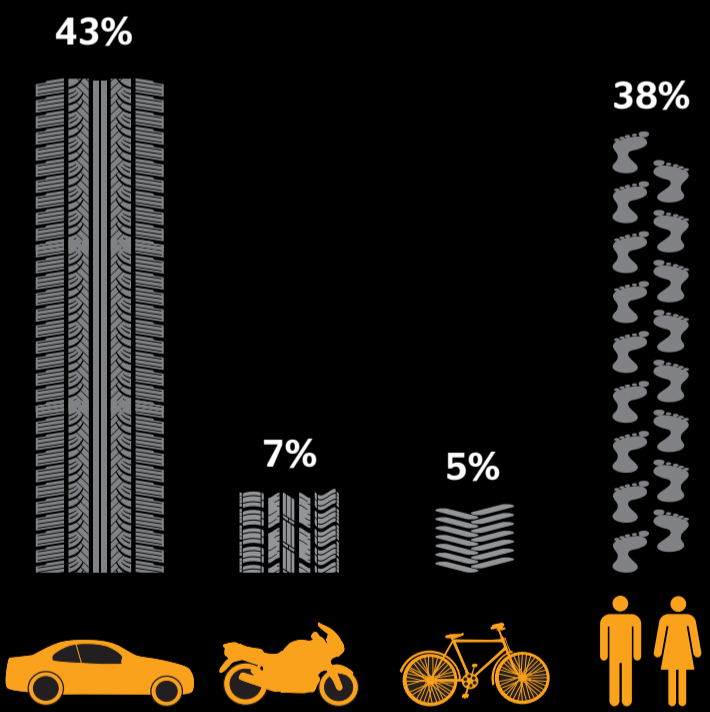
Road traffic accidents constitute **25%** of all injury-related deaths in Africa

Nearly **10% of males deaths** (ages 15-59) in North African countries can be attributed to road traffic accidents

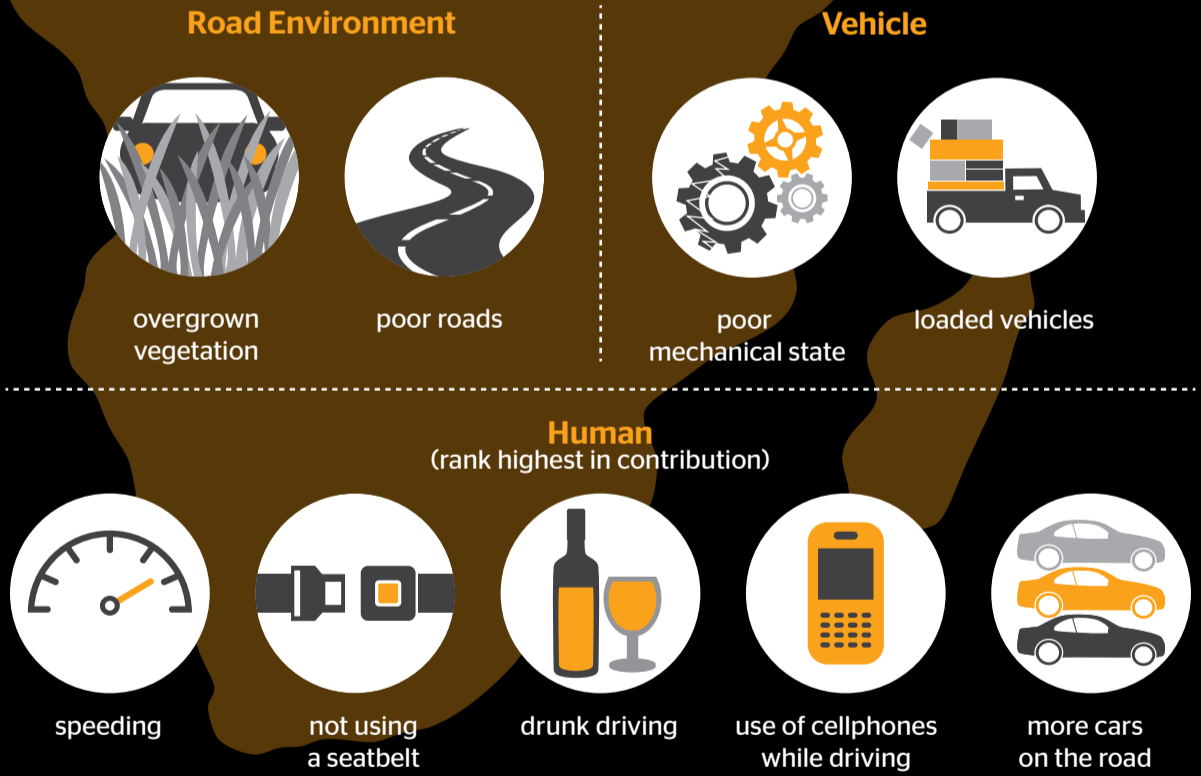


In Egypt, Tunisia, and Morocco, road traffic accidents account for **more than half** of injury-related deaths

Road Traffic Deaths



Causes these accidents



Our contribution

- Tyre**: Creating the **safest and most reliable tyres**.
- Automotive**: Holistic **state-of-the-art expertise** from brake pedal to tyre.
- Driver**: **Knowledge, attitude and awareness** through professional driver's education, for example.
- Infrastructure**: **Improving driving conditions** by consulting with communities and infrastructure planners.

Vision Zero

Accident avoiding driving - innovatively powered by Continental.

Source <http://www.afdb.org/fileadmin/uploads/afdb/Documents/Publications/Economic%20Brief%20-%20Mortality%20in%20Africa%20The%20Share%20of%20Road%20Traffic%20Fatalities.pdf>