

Holden Crushing it for Safety

Written by Gavin Crouch
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Holden is once again joining forces with the Australasian Road Rescue Organisation (ARRO) this week for the annual road rescue training event, the 'Capital Rescue Challenge 2014'. To be held from 24 to 27 July 2014 at Lardner Park, near Warragul, Victoria, this event will once again assist in honing the emergency response skills of road rescue workers from across Australia, New Zealand, Singapore and Hong Kong.

This is the 16th year that Holden has partnered with ARRO in the Challenge and is once again donating 70 Holden vehicles to be used in simulating roadside crash events. Throughout this partnership, Holden has donated more than 1000 vehicles, ensuring the many men and women who attend motor vehicle crashes and save lives each day continue to update their skills on some of the most recent models out on the road.

The vehicles provided by Holden are have been previously used by Holden for engineering evaluation purposes.

During the event, teams will take part in simulated emergency situations designed to improve their emergency response skills, including rescues and medical treatment for injured motor vehicle occupants. Holden Executive Director of Corporate Affairs, George Svigos, said Holden was proud to continue to be associated with the Australasian Rescue Challenge.

"Holden has long been an Australian leader in road safety and being able to assist ARRO in delivering their Rescue Challenge, which directly assists in honing and developing skills that saves lives, is a wonderful way to support those who share our commitment," Mr Svigos said. "Beyond the competition this event also allows people working in road rescue situations to learn new techniques and skills and be exposed to new car technology which will assists in saving

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lives.

We are thrilled to be able to be part of allowing this to take place.” Steven Sheffield from Holden Vehicle Integration will also attend the event to present at the Learning Symposium on Holden safety features. Executive Officer of ARRO, Paul Jerome said Holden’s involvement is a vital component to the success of the training event. “Holden has been our partner for 16 years now and the support we receive is invaluable. This event allows emergency responders to learn new skills and hone existing ones, which will ultimately help save lives out on the road.

“The partnership between Holden and ARRO is unique around the world. No other vehicle manufacturer has donated the total number vehicles over the length of time that Holden has to the rescue industry to assist in learning and development,” Mr Jerome said.

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