



TOYOTA KENYA PARTNERS WITH NTSA TO PROMOTE ROAD SAFETY

The meeting convened by the National Transport and Safety Authority, held at Golf Hotel Kakamega brought together all rascos from the former western province to sensitize stakeholders in the matatu industry on regulation, safety and compliance.



Left to Right: Enoch Mbuvi-NTSA Licensing Officer Western Kenya; Geoffrey Njogu-Regional Traffic Officer Western Kenya; Enoch Rutto – NTSA Acting Regional Head – Western Kenya; Sammy Mbugua – Enforcement Officer – Western Kenya; Wachira - Inspector attached to NTSA Western Kenya

Toyota Kenya was proud to partner and support NTSA in this initiative. For Toyota, safety is and remains our number one priority. We are committed to providing safe processes and standards evident by our broad range of PSV vehicles. Our new Hiace 'Shark' luxury matatu that we recently launched is one such example. The New Shark, 14 and 16 seater is specially designed for the long distance segment of the matatu industry. It comes equipped with the latest safety features to ensure driver and passenger safety, which ultimately goes a long way to reduce fatalities on our roads.

Toyota Kenya, through the HINO division supported this safety initiative in recognition of the fact that while it is the responsibility of PSV operators to ensure they adhere to safety standards, they cannot ignore the most crucial factor which is the human element.

Toyota offers a platform for skills transfer and through the 'Eco Drive' driver training addressing the human element of road safety. The 'Eco Drive' training is offered to all drivers of PSV vehicles purchased from Toyota. This training is not just beneficial to the PSV drivers, but is also a form of capacity building for the PSV industry, offering specialized training to PSV operators on road safety, fuel efficiency and fleet management.

Through this partnership, Toyota Kenya and HINO hopes to enhance compliance and increase awareness on road safety.



Some of the Toyota products on display at the event.



CASE

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