

# Kwik Fit Insurance & 3M™ Driver Feedback Sign DFS 700 Testimonial



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As co-sponsors of Road Safety Week in November 2008, we discussed with 3M an idea we had to promote to our staff and neighbouring companies the importance of being careful on the roads.

Kwik Fit Insurance are based in a busy Business Park near Glasgow with over 30 companies sharing the site. The entrance to the park consists of a 500 yard access road of which we are located at the end of. Furthermore, our Child Care Centre is situated there, further enhancing our desire to promote safe use of road by drivers entering the park.



We spoke with 3M about the possibility of them helping us raise awareness of the 30mph speed limit on the road and to highlight to users the excess speeds seen on the road.

3M were more than happy to work with us and installed a speed aware sign on a prominent place near the end of the road. They took control of everything for us, and kept in continued contact with us about how the activity was progressing.

3M's support throughout really made this pilot a complete success, with an impressively quick turn around of results. The presented reports were very detailed and allowed us to see very clearly the success the Speed Aware sign had on improving road users' behaviour.

We saw some amazing results, with a massive average reduction of 6mph in one week. Staff mentioned that they hadn't realised the speed limit on the road in the first place, nor quite how fast some of them were going. This project has certainly improved awareness and changed attitudes as well as increasing the safety of everyone on the site.

This equipment made a clear difference and this is the best recommendation we can give.