

## **CENTURY BATTERIES POWERS ROAD SAFETY WITH CHARITY PARTNERSHIP ANNOUNCEMENT**

Century Batteries has named the Australian Road Safety Foundation (ARSF) as the official Charity Partner for the 2025 Century Batteries Ipswich Super 440, which returns to Queensland Raceway this August.

As naming rights sponsor, Century Batteries will use the high-profile event to highlight the ARSF's work in reducing road trauma through education, advocacy and national initiatives like Fatality Free Friday and Rural Road Safety Month.

The partnership reflects Century Batteries' long-standing focus on road safety and community impact, and offers a timely platform to raise awareness among drivers, fans and the broader automotive trade.

Andrew Bottoms, Marketing Manager Australia and New Zealand at Century Yuasa Batteries, said the Supercars event presented an important opportunity to bring attention to the Foundation's work.

"Partnering with the ARSF as part of the long-awaited return to Queensland Raceway allows us to drive awareness around a cause that matters deeply – not just to our business, but to our retail partners, customers, families and communities we work with every day," Mr Bottoms said.

"The Foundation's work in fighting to reduce road trauma and driving awareness around safer driving behaviours is vital – especially at a time when regional communities and road users continue to be overrepresented in national statistics."

The charity partnership reflects a shared focus on commitment, wellbeing and practical road safety outcomes, and highlights the important role the wider automotive industry plays in prevention, awareness and education.

"Our trade network – from battery retailers to local workshops – is on the front line of vehicle safety," Mr Bottoms continued.

"Whether it's through regular maintenance, battery checks or honest conversations with customers, these everyday interactions can make a real difference, and our work with ARSF is a chance to support a vital cause while reinforcing the important role our industry plays in keeping Australians safe on the road."

Donna Caley, General Manager at the Australian Road Safety Foundation, said the partnership offers a valuable platform to reach new audiences with life-saving messages.

"Working alongside Century Batteries allows us to champion the importance of road safety resilience and empower drivers to be better prepared for every journey," Ms Caley said.

"By connecting with the motorsport community and the broader automotive sector, we're able to reach Australians with critical education around safer choices, and continue our efforts to reduce the impact of road trauma in communities nationwide."



With road safety a shared responsibility across every part of the automotive ecosystem, the charity partnership is a small but powerful step in highlighting the role we all play – from the workshop floor to the driver's seat.

For more information on Century Batteries extensive range of products and to understand how your business can benefit from becoming a stockist, contact your local Century Yuasa representative on 1300 362 287.