

# Dunlop Take The Road

Issued by [Sumitomo Dunlop](#)

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As we look forward to taking the road again, let us do so responsibly.



Following on from Dunlop's "Don't Take The Road" video, the new message reminds people that we are still on the journey with them and to stay safe as they return to work.

In the message, Dunlop has also subtly introduced its purpose-led initiative, Asivikelane, which started in Ladysmith and has now become a national movement to drive collective behaviour and social change towards the health and safety of its employees', partners and communities.

Please share this [YouTube link](#) with your friends and family:

Stay safe!

Asivikelane! Let's protect each other!

- **Over 100 youth to benefit from Dunlop's Business in a Box in KZN Premier-backed partnership** 2 May 2024
- **Be a responsible driver this long weekend** 28 Mar 2024
- **South African Touring Cars' youngest driver, Anthony Pretorius, ready to take to the track** 14 Mar 2024
- **Dunlop partners with Extreme SuperCars for an exhilarating 2024 racing season** 1 Mar 2024
- **RAF empowers Polokwane traffic officers through tyre safety workshop** 22 Feb 2024

#### [Sumitomo Dunlop](#)



Sumitomo Rubber South Africa, known as Sumitomo Dunlop, is a leading tyre manufacturing organisation in South Africa. Sumitomo Dunlop manufactures the Dunlop, Sumitomo and Falken tyre brands for Africa.

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