

Press release

Launch of the Europe-wide prevention campaign “Max-Eighty: A Trucker's Fate – Watch out!”

Music as an emotional key to greater safety at the end of traffic jams

Hellwach mit 80 km/h e.V. is launching “*A Trucker's Fate – Watch out!*”, a Europe-wide initiative that rethinks traffic prevention. The starting point is alarming figures: in Germany alone, more than 300,000 people develop mental stress disorders every year after fatal accidents. This affects not only relatives, but also the people who caused the accidents themselves.

The central prevention song tells the story of a girl who loses her family in a preventable accident. The lyrics make it clear how seconds of distraction can destroy a life. “We can influence behavior rationally – but music touches people more deeply,” says project initiator Dieter Schäfer. “That's exactly why we focus on emotional prevention.”

Truck drivers are particularly at risk: In collisions at the end of traffic jams, more than three times as many truck drivers now die as car occupants. The campaign is therefore specifically aimed at professional drivers and their families. The message is clear: small changes in behavior can save lives every day.

The initiative combines these recommendations in the ten Max Eighty rules and in its safety register for driver manuals. In addition, the reference book “Max Achtzig – 40 Tonnen Verantwortung!” (Max Eighty – 40 Tons of Responsibility!) is also available as an eBook in English and Polish.

Since tail-end collisions are a Europe-wide problem, the prevention song has been translated into several languages and adapted musically to the listening habits of drivers in different countries. The result is an international playlist that conveys emotions across borders and reaches drivers in new ways.

In addition to the German-language songs, we are initially taking into account the proportion of toll journeys and international driver frequency in Germany with translations into Polish, Lithuanian, Ukrainian, and Romanian. With Italo Pop, we are catering to the tastes of many drivers, and the English versions are for everyone.

“We are the pioneers of musical ‘emo prevention for truck professionals,’” says Schäfer. “If we can achieve a reduction in the number of drivers dying at the end of traffic jams, every effort will have been worthwhile.”

The initiative hopes that the songs will soon be playing in trucks across Europe – and spreading the message: **“Watch out!”**

The album will be released on 21 music platforms. Here is the link to Spotify to listen to it: https://open.spotify.com/intl-de/album/3RoDv3KCvZkHQqURpyZ8wx?utm_campaign=website&utm_medium=Email+&utm_source=SendGrid

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