



**NEWS RELEASE – 26 August 2015**

## **Hills promotes safe cycling message at family cycling festival**

Two heavy goods vehicles from the Hills Quarry Products fleet will be making an appearance at the Castle Combe Family Cycling Day on Sunday 30 August to promote the Mineral Products Association's (MPA) national Cycle Safe Campaign.

The campaign highlights the potential risk of cyclists undertaking lorries and getting too close to them at left-hand turns and roundabouts.

Peter Andrew, group director Hills Quarry Products, said: "We will be demonstrating the improvements that we have made to our vehicles which have enhanced drivers' awareness of cyclists and provide advice to help vulnerable road users be more aware of potentially dangerous zones around lorries."

Cycle enthusiasts, both young and old, will be given the opportunity to sit in the cab of a lorry to understand the driver's perspective, experience visibility issues and share their own road experiences.

Cycle Safe leaflets which give practical tips on ways to prevent potential dangers will also be handed out.



Notes to editors:

Hills Quarry Products specialises in the production and supply of quarry products and ready-mixed concrete to the construction and agricultural sectors. It is a dynamic regional business which, while centred on Wiltshire, has stretched its boundaries into neighbouring areas to become one of the region's largest suppliers. Hills Quarry Products is a wholly owned subsidiary of The Hills Group Limited, a privately owned family company established in 1900. [www.hills-quarry.co.uk](http://www.hills-quarry.co.uk)

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